

# RANCH HOMES



*Your home-building  
idea book*

showing latest trends  
in multi-level, ranch  
and expansion living

*All working-drawing blueprints available*

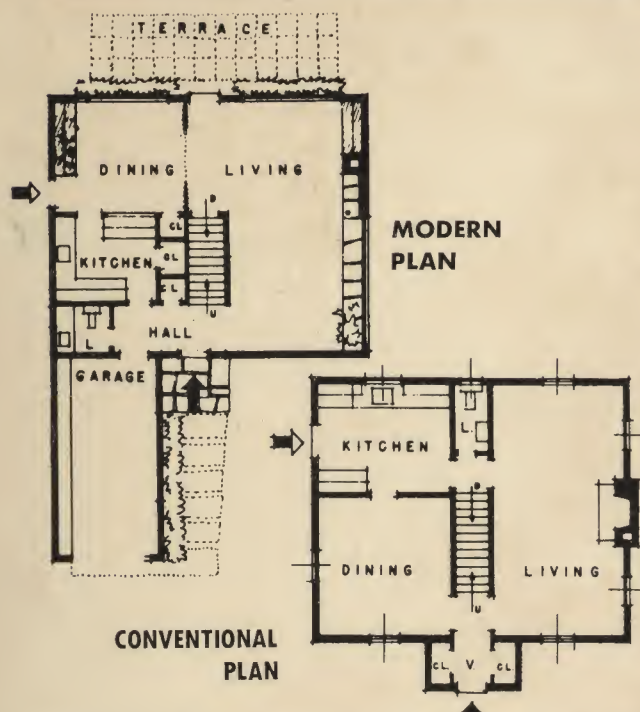


## Before You Build

IN BUILDING your dream house you will find an outlet for your creative instincts, and a constant source of pleasure and satisfaction. Yes, your home can be all of that, and its creation one of the most richly rewarding accomplishments of your life. You will understand, when you walk over the threshold and experience the pride and happiness that every home-owner feels, why it is that men undertake home-building even in the most difficult times.

No home but the one you yourself helped to select will ever be exactly suited to your needs. Give it the benefit of your most careful thought and planning before a spadeful of earth is turned. Carefully planned houses which were built a century ago are still liveable and bear witness to the value of forethought.

**See how modern planning improves a house!**



These two drawings illustrate what a little thought and planning can do for you. Compare the interesting entranceway and the convenient powder room-lavatory of the modern plan (above) with the conventional vestibule and "downstairs lavatory" of the old-fashioned plan (below). The modern dining room opens into the living room without an intervening hall, making the house much more spacious. The garage at the front of the contemporary house permits better use of the rear garden for outdoor living. Notice also the larger windows throughout, better closet space, etc.

### Good Planning Pays

It is the aim of this book to show you how to get the most out of your biggest investment in living. On the following pages you will see many styles of architecture. There are homes of all sizes, ranging from the simplest cottages to the most luxurious residences. These designs and sketches will help you draw up a mental blueprint for your home. The critical comment will tell you what to take into consideration in order to get the maximum benefit in construction.

New architectural trends are discussed as well as recent improvements which lower cost and add to the utility of your home. For example, many houses are now being built without expensive basements—an economy made possible by use of the new packaged utility units containing heating, hot water, and plumbing equipment which may be installed in a utility room, or in cellar-stairs space.

Kitchens in new houses are being built to the front as well as to the rear, and tend to be larger and richer in color, reminiscent of the Dutch communal kitchens which were the real heart of the household. Living rooms are being placed for maximum privacy, outdoor living rooms are more popular than ever.

### What About Costs

Since you are building on a budget, you are naturally interested in estimating the costs of the designs which interest you. Prices vary by locality, making such estimates difficult. Construction will probably vary between \$10 and \$15 per square foot. Your builder will give you the exact cost of such construction in your neighborhood. Using these figures you can roughly estimate the cost.

With each plan the architect has included the overall dimensions. These figures will show you whether the house you want will fit on your land. The area of each floor is given in square feet and represents all living space. It does not include the porch, garage, cellar, or terrace, which in most cases are optional, unless specified.

### Blueprints are Easy to Buy

Your family will find it fun to pick the perfect house from the many excellent, home-styled plans in this collection. You'll see at a glance whether a particular house plan gives you all the extra features that go to make your dream home come true. Study these drawings and sketch plans, and then fill out the convenient coupon on page 47. It's easier than ever before to have your new home!



# ILLUSTRATED RANCH HOMES

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*The houses are, in general, arranged by size according to square foot area. This does not include optional areas such as porches, garage, terrace or recreation rooms, but only living space. See page 46 for helpful suggestions.*

## 2 BEDROOM HOMES

*See pages 2, 8, 10, 13, 30, back cover.*

## 3 BEDROOM HOMES

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## ILLUSTRATED RANCH HOMES

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## A GEM OF A RANCH HOUSE

PLAN NO. D-1636

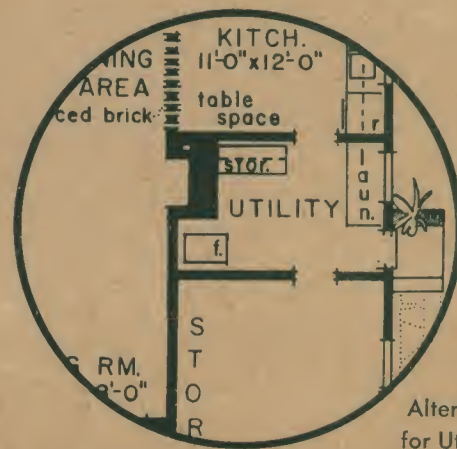
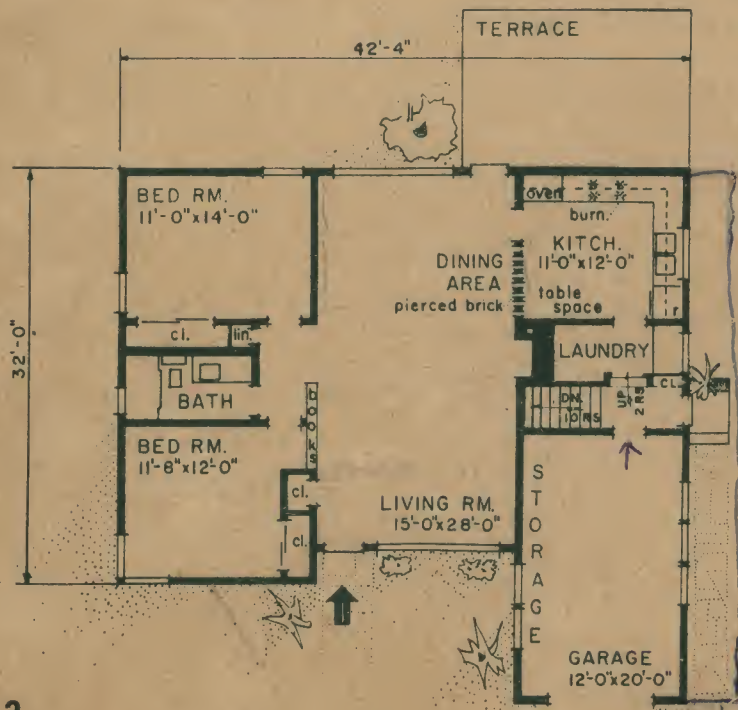
This sunny, two-bedroom ranch house was designed for the south and west originally. However, now with the addition of a basement plan as shown, families who are building in every area of the country can make this home their own. Made to order for a retired couple or for a young family, the plan has many features worth talking about. Notice how the total area is divided into sleeping, living-entertaining and service zones—with maximum livability in each. There isn't an inch of waste space and halls are kept to a minimum, so that every room is comfortably large. The dramatic living room ranch window has a latticed overhang at the front that adds to the exterior "look". Inside, there's almost a 30' expanse to the

picture window in the dining room at the rear. With the ceiling-high book shelves setting off the bedroom hall, the living area is made to seem even greater—a wonderful feature of this contemporary, open plan. A similar separation is the pierced, brick wall between dining area and kitchen. This offers a complete divider as well as a stunning texture contrast that will be talked about by your friends. The kitchen is fully equipped, and includes the new wall oven, with counter-top range, double sinks (add a dishwasher here) and a cozy, charming snack corner. It's just a step to the utility room (or laundry and basement stairs in the alternate version) and to the service entrance which leads to the side yard and well-ventilated garage. Each of the two double bedrooms has two exposures and ample sliding-door closets. The fully-tiled bathroom is right between, with a vanity included. Inside and out, this is a lovely house and a practical one.

Overall Dimensions: 42'4" x 40'4"

Square Feet: 1,069.

Architect: Herman H. York.



Alternate Plan for Utility Room



# THAT EXTRA LIVING ROOM

PLAN NO. D-4305

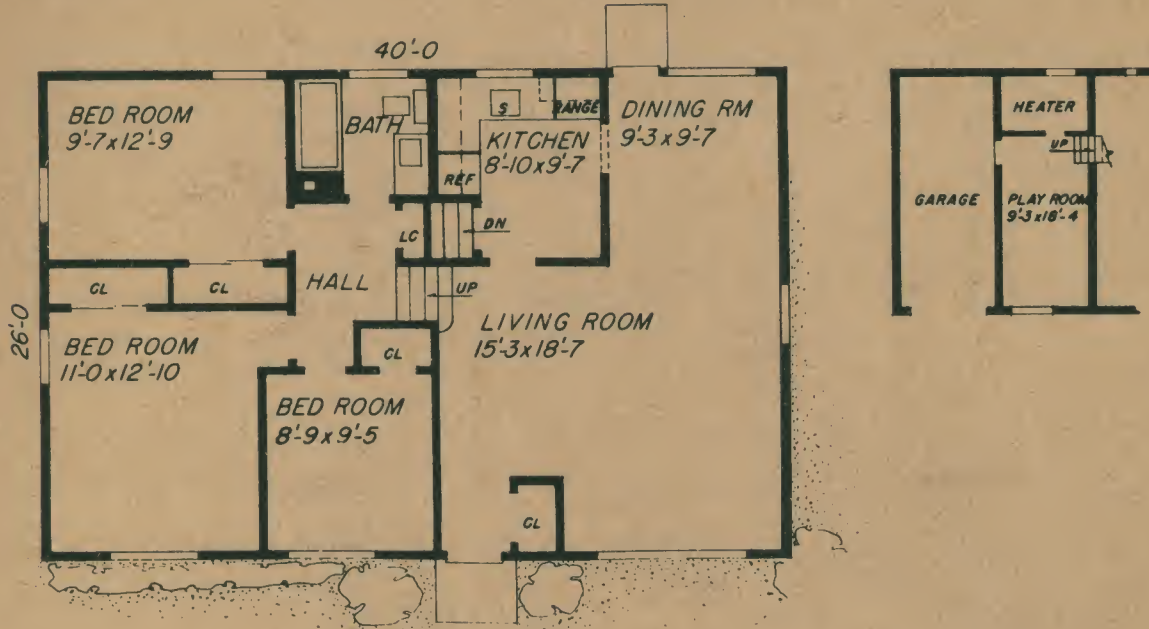
One of the nicest features of the split-level is the sense of extra spaciousness that several levels for living can give. This plan is a perfect example, with its long, hospitable lines outside, and its family-conscious plan within. At the front door, the coat closet helps to form a vestibule area to shield the living room, and it's only a few steps back to the convenient kitchen. The entertaining area is a wonderful "L", with picture windows at the front and back and a third exposure for good ventilation. Family-sized bedrooms are just up five steps, and the bathroom is situated

to serve conveniently as a guest lavatory. Don't miss the closet wall, with sliding door closets to add extra inches of storage space, as well as extra bedroom area. The basement level accommodates the garage, heater room and best of all, a windowed recreation room, perfect for play-room or second living room for the whole family.

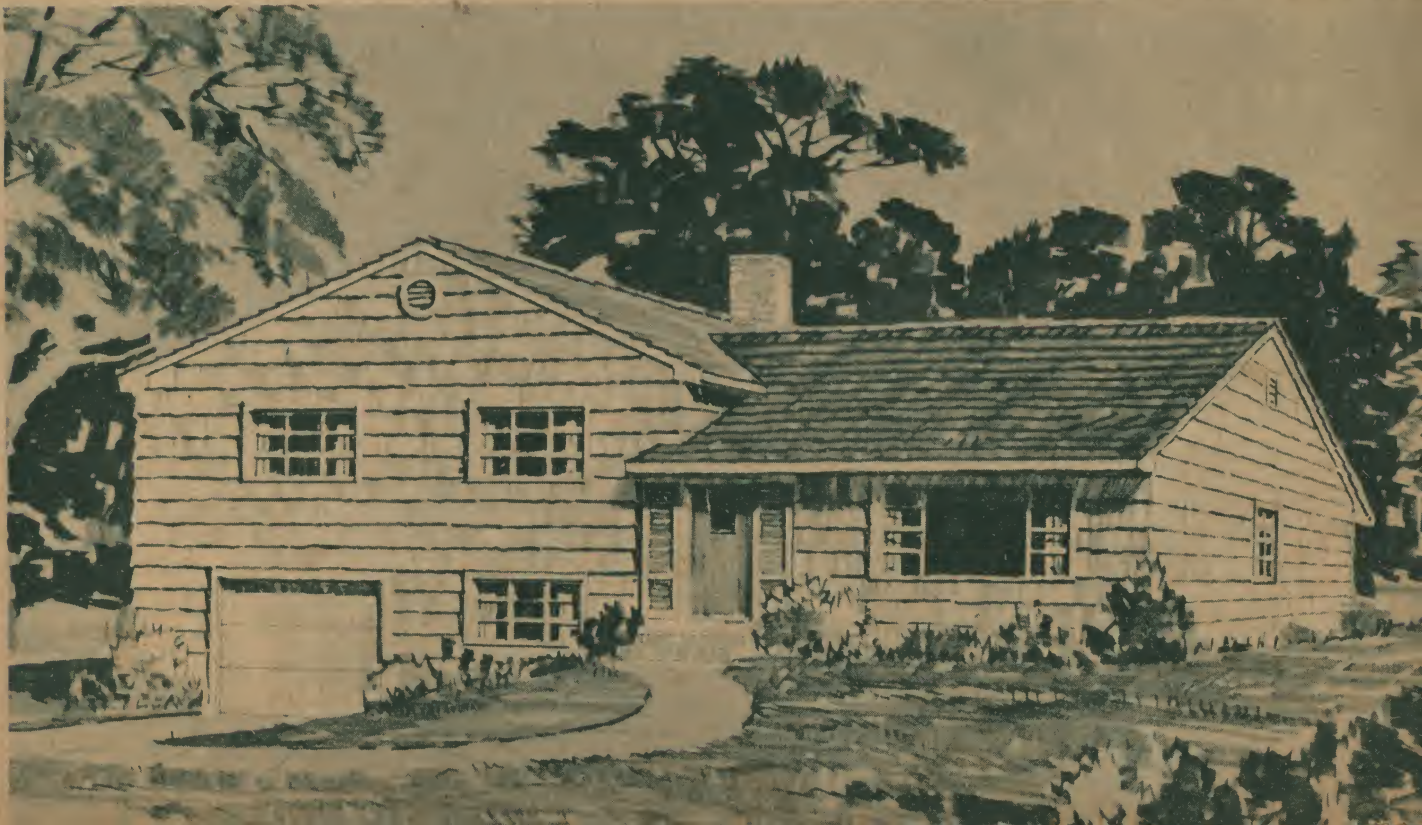
Overall Dimensions: 40' x 26'.

Square Feet: 1,040.

Architect: Herbert C. Struppmann.



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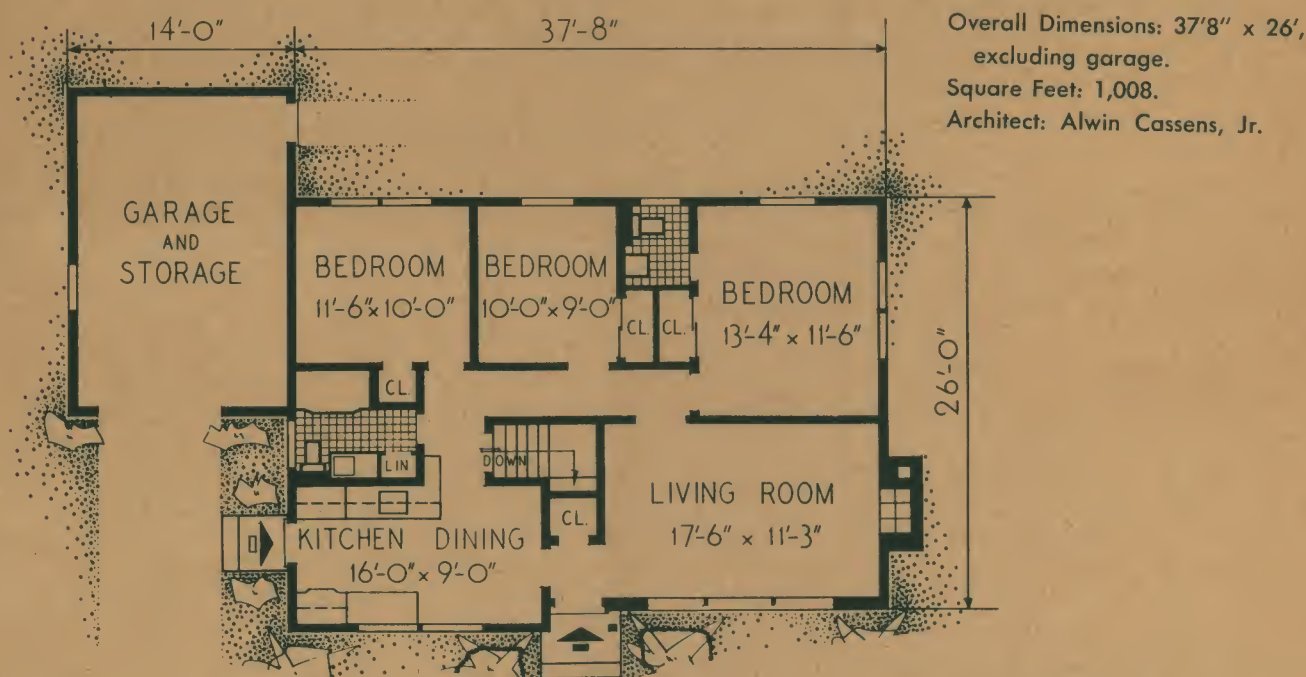


## ADDED INDIVIDUALITY

PLAN NO. D-3361

A handsome exterior that keynotes the charm and individual quality of this house is only the beginning of its many features. Good design achieves the lovely low lines punctuated by stunning window areas at the front, with contrasts in stone, vertical siding and shingle. The arrangement of the rooms inside is a practical planning bonus, with spaciousness throughout, aided by the use of minimum hall areas. Notice the sunny, well-ventilated kitchen-dining area, over 16' of well-laid out work counters and utilities and family or party dining space. Back-to-back plumbing means economical installation for kitchen and family bathroom. The three good-sized bedrooms

offer privacy at the back of the house, and a large sliding-door closet as well as a private, tiled lavatory are luxury additions for the master bedroom. Extra space for garden tools and gear is provided in the garage, and its convenient entrance from the rear makes this all-weather storage easily accessible. There's a full cellar, too. For warmth and charm the living room can't be beat. From the vestibule that serves to keep this delightful entertaining zone clear of traffic, you can glimpse the fine stone fireplace, and at the front, wide picture windows offer views in all seasons. This is a lovely home, and one that takes its place proudly in every neighborhood.



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**PERFECT SETTING    PLAN NO. D-1637**

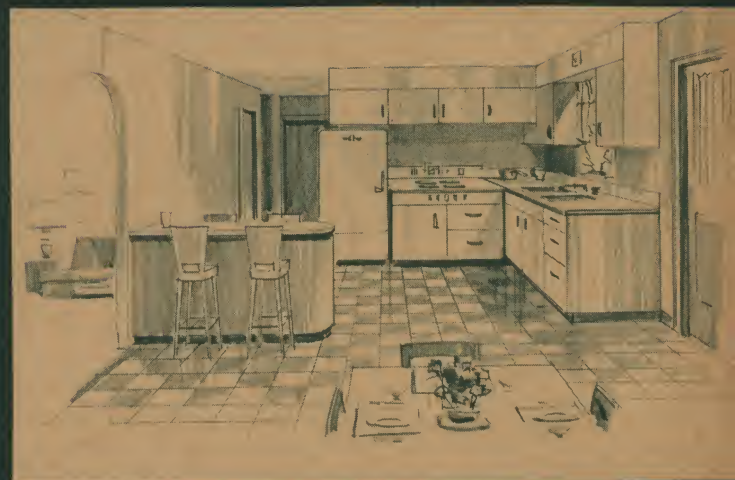
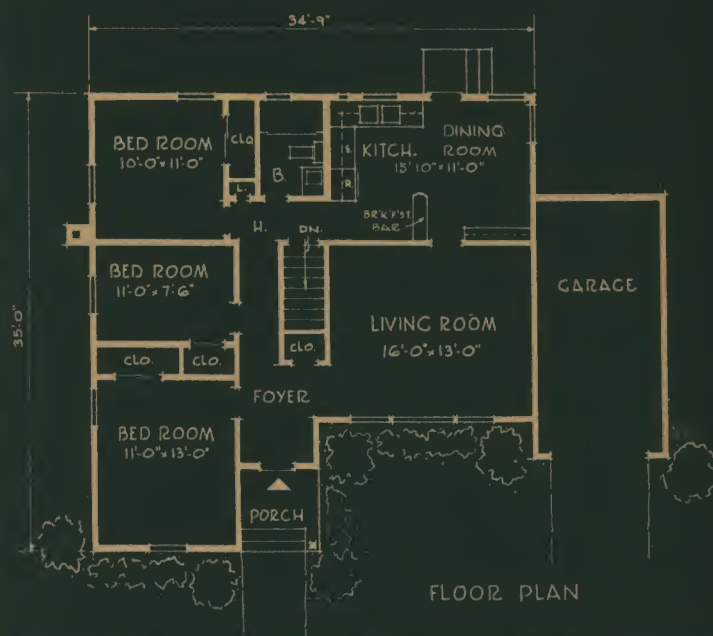
In spite of the appearance of true ranch house width, this delightful home is under 35' wide exclusive of the garage, and thus is perfect for a 50' lot. It's a practical, center hall plan, with a covered porch that leads into the foyer, keeping all areas from turning into corridors. Two closet walls supply the bedrooms with maximum storage facilities. The bathroom with its attractive vanity-lavatory is placed next to the kitchen for plumbing on a budget. The kitchen-dining room is really lovely, with corner windows in the eating area, and another bright window for the double sink in the work corner. Don't miss the breakfast bar which saves serving steps for mother and helps to keep the family comfortable. A ventilator fan is planned as an aid to keeping this area fresh and sweet. The charming living room has extraordinary unbroken wall space, so practical for smart furniture arrangement, yet the large ranch window at the front makes it a sunny, cheery room all day long. The front and back bedrooms can each have two beds, and of course they have cross ventilation, while the middle "extra" bedroom can be fitted with double deckers if necessary. Outside, the trim house, with its white picket fence, delightful shaded entry porch and bright flower boxes at the windows is the epitome of every happy home.

Overall Dimensions: 34'9" x 35'.

Square Feet: 1,007.

Architect: Herman H. York.

A view of the breakfast bar from the dining room, showing its many uses

**COVER FEATURE**


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## RANCH HOUSE LOOK—MULTI-LEVEL PLAN

PLAN NO. D-1538

The news today is that you can have a house that presents a delightful ranch house exterior to the street, but encompasses the miracle of multi-level planning within. The attached garage gives the feeling of extra ranch width and opening to the sheltered front porch, it means you can get to the house without discomfort in all weathers. Once inside, your welcome is assured. A decorative partition shields the living room from drafts, and on the other side, a planter box over the coat closet offers charm and convenience combined, while serving to protect the dining room. Wonderful windows for both living and dining rooms offer ventilation and a custom-planned look. Convenience compactly planned makes the

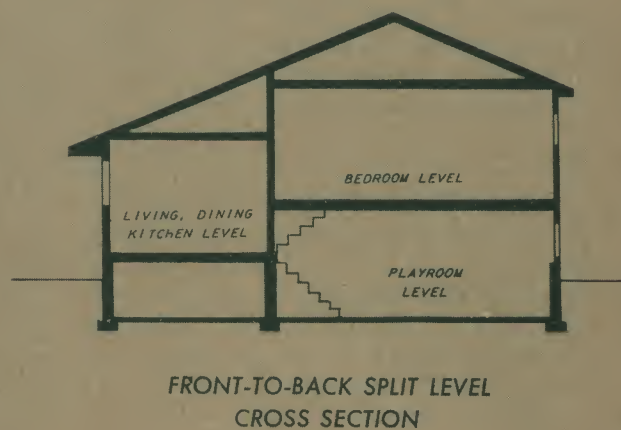
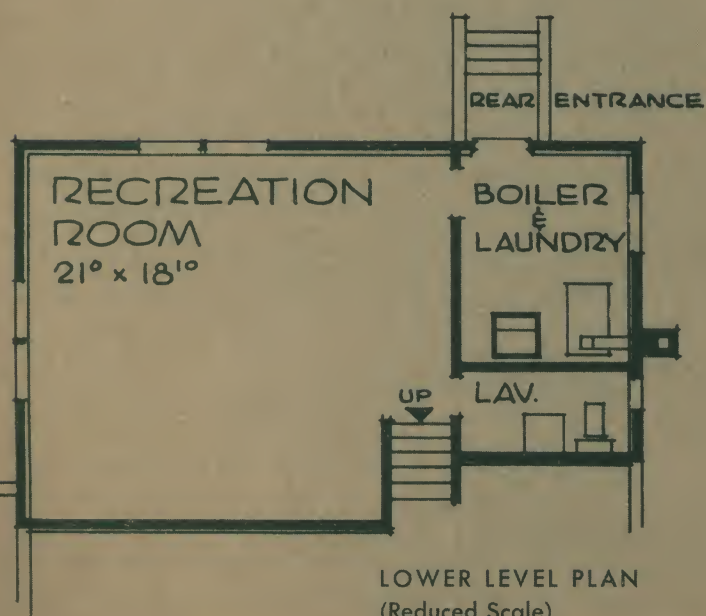
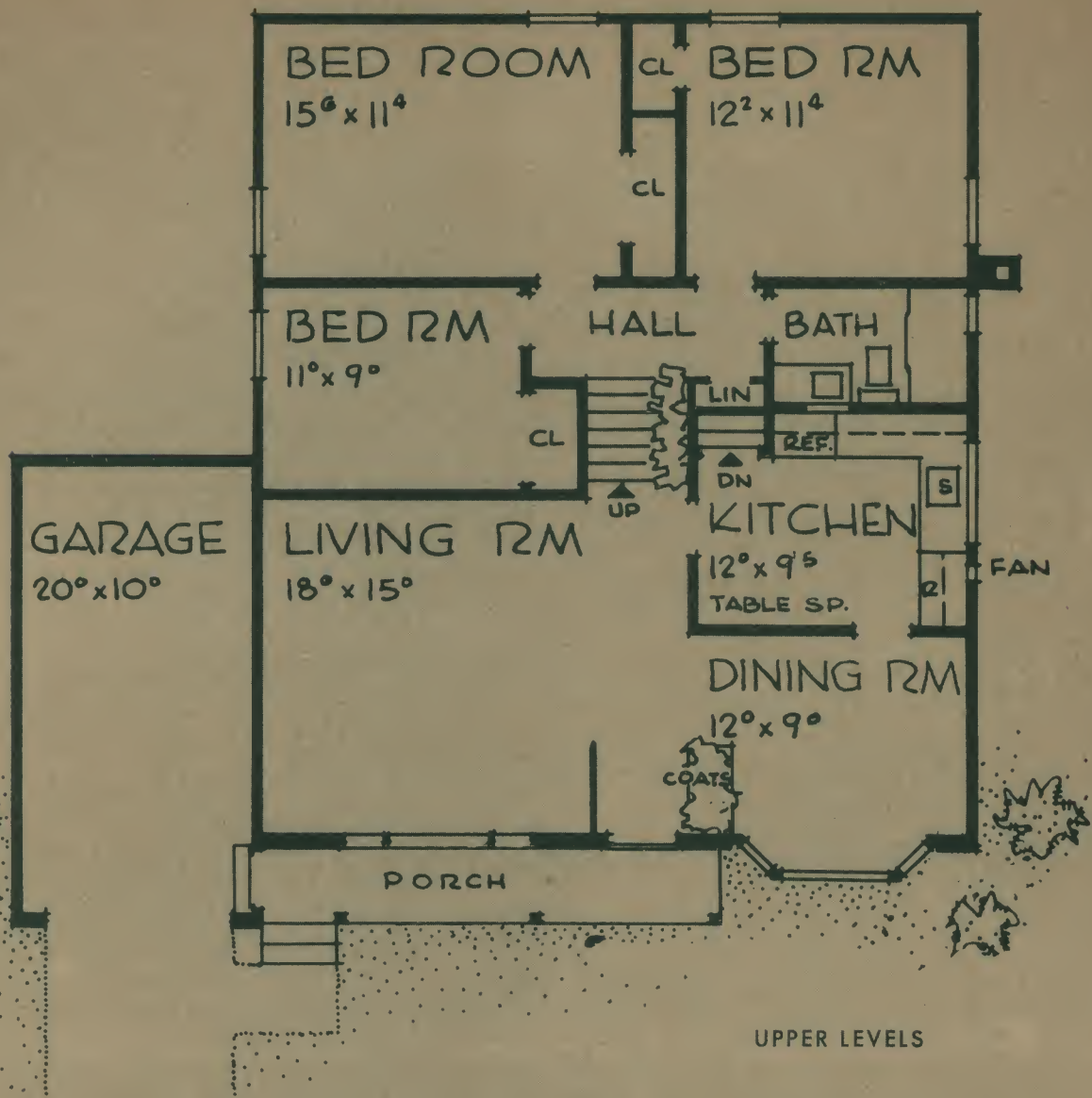
kitchen a homemakers heaven, and a nice corner accommodates dinette table and chairs. A wide stairway, only seven easy steps, bordered with delightful greenery, leads up from the living room to the bedroom level. This affords perfect sleeping privacy for each of the three bedrooms, away from the front of the house. The bathroom adds a vanity lavatory for a guest powder room just at the head of the stairs. Snack time is just a few steps down from the kitchen to the lower level where you'll spend a lot of your informal time in the huge, double-exposed recreation room. A tiny lavatory just next to the boiler and laundry room is an important extra. Here's today's luxury living, and it's on your budget level.

Overall Dimensions: 41'4" x 40'2", including garage.

Square Feet: 1,135.

Architect: Herman H. York.





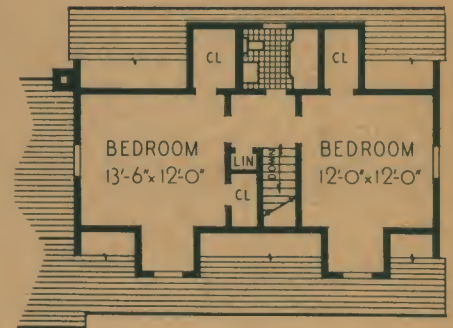
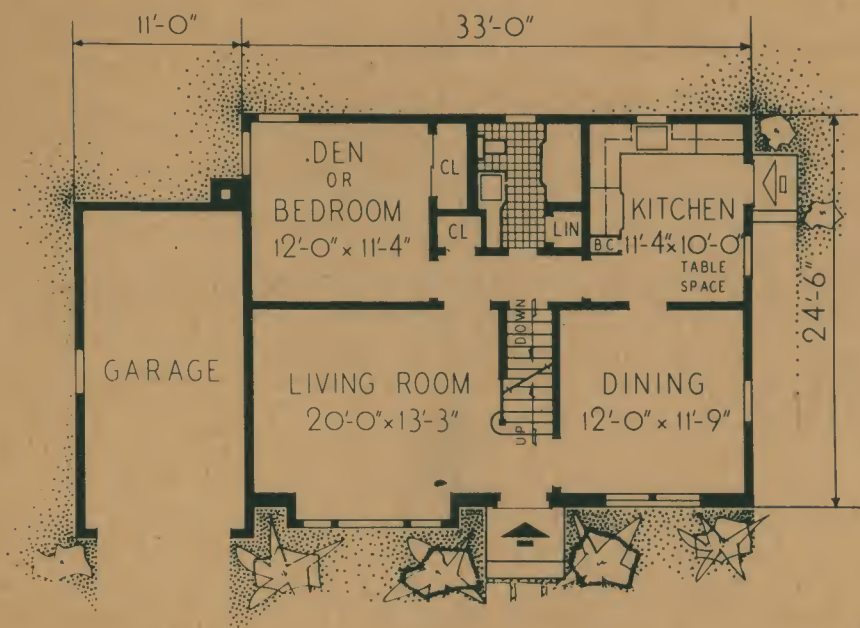


In today's scheme of living, nothing is more important than the house that adapts to your family needs economically. This smart brick and shingle home is not large, but within its carefully planned layout you will find the perfect home for a family that includes older folks as well as youngsters. The downstairs bedroom that is so generous in size is just right for grandparents. Corner windows offer ventilation comfort and the double closet with sliding doors means abundant storage possibilities. The family bathroom (so economically back-to-back with the kitchen for plumbing installation) is particularly convenient, and the smart vanity offers the plus of a guest lavatory. There's a built-in linen closet, too. The kitchen enjoys two exposures to supplement its spaciousness for working ease, with a cozy corner set off for a

dining nook. Formal serving is easy in the family dining room at the front, and gracious entertaining is the keynote of the living room across the foyer. Its delightful picture window bay is a decorator note. Up the open stairway which lends an air of extra spaciousness to the living area, you will find two more bedrooms and a second, full bathroom. Each of these upper chambers has cross ventilation, and four large closets combine with the ones on the first floor to give you a total of 8 storage centers. And don't forget that if the downstairs bedroom isn't necessary as a permanent sleeping room, it can do a major duty as a TV den, study or guest room. Overall Dimensions: 33' x 24'6", excluding garage.

Square Feet: 825 (1st floor).

Architect: Alwin Cassens, Jr.

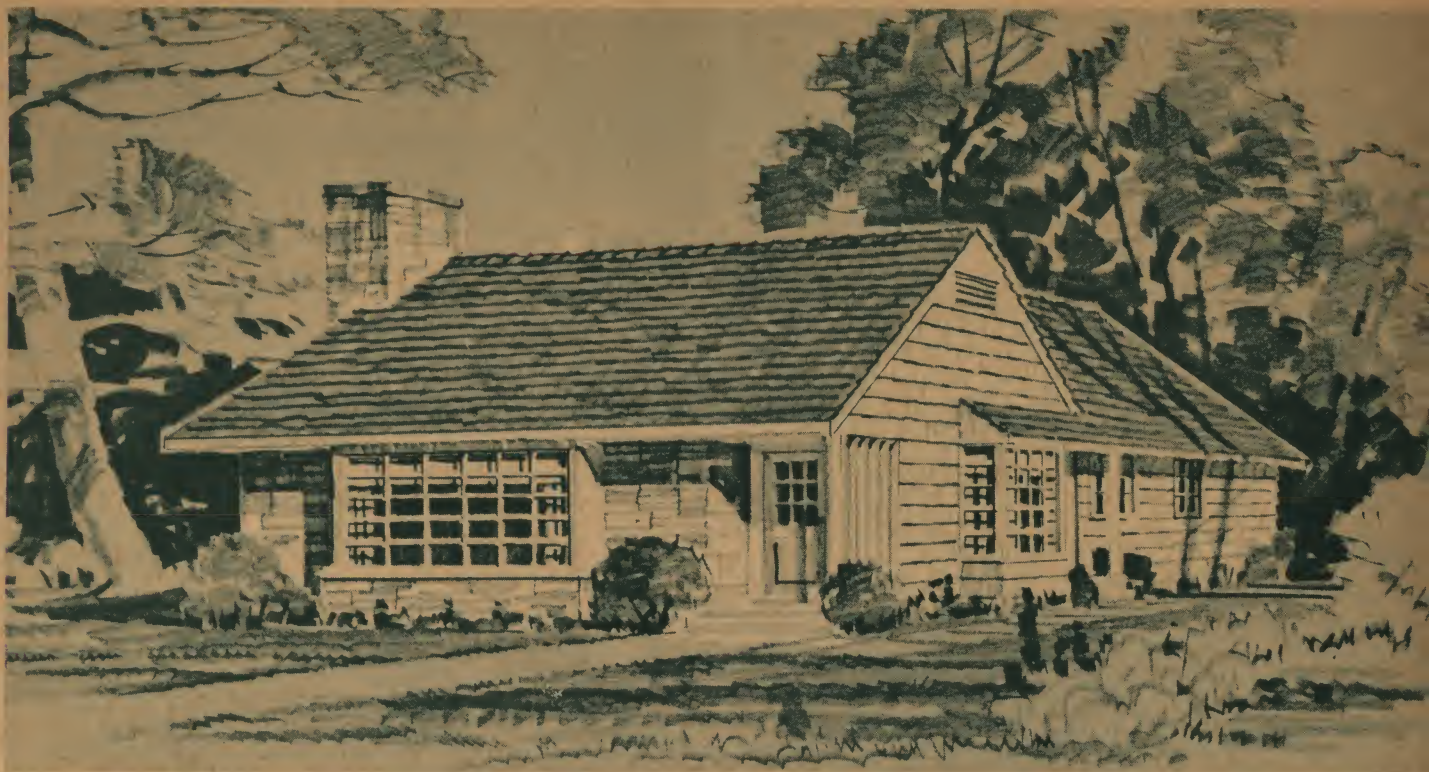


SECOND FLOOR  
Reduced Scale

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## EVERYTHING FOR THE NARROW PLOT

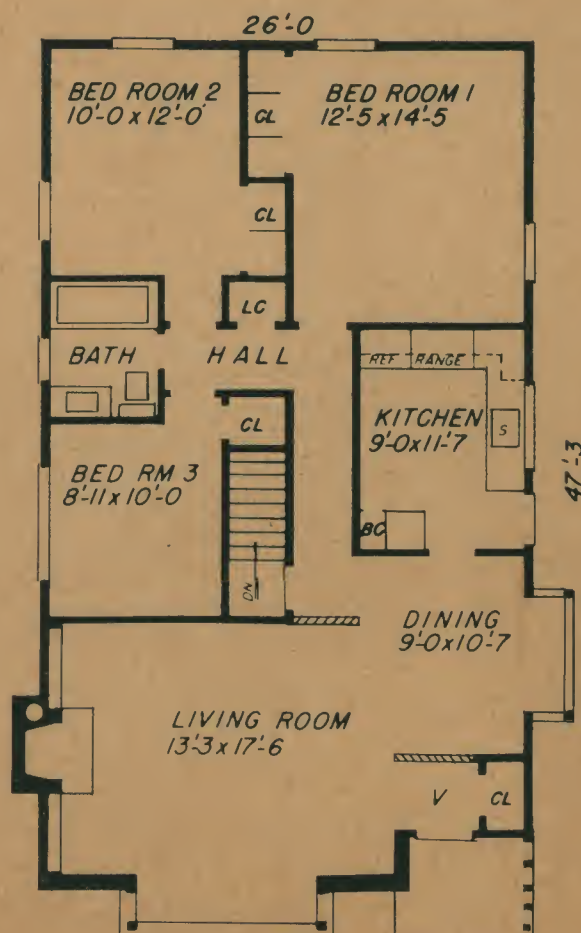
PLAN NO. D-4406

There's no need to buy more land than you can afford just because it's usually so hard to find a good plan to fit. This house was designed in answer to the many requests for a good-looking, narrow house with all the best features of an expensive ranch plan. Just imagine—in only about 1000 square feet, you have three bedrooms, each of which allows for two beds, in this cleverly planned fieldstone and shingle house. A full width living room, with a delightful picture window bay, greets you as you step in from the vestibule. Built-in bookshelves flank the handsome slate fireplace. A louvred screen shields the dining area from drafts, and the second of the pair shuts off the bedroom hall for an air of privacy in the charming southern manner. Easy serving and clearing is accomplished from the kitchen behind the dining area, where range, refrigerator and work surfaces are designed within a comfortable radius. Nine full-sized closets are worthy of your notice. Here is a house that is suitable on a 40' lot. In fact, without the side projections, it is a tidy 26' wide, as narrow a comfortable house as you'll find.

Overall Dimensions: 26' x 47'3",  
excluding fireplace and bay.

Square Feet: 1,043.

Architect: Alfred H. Ryder.





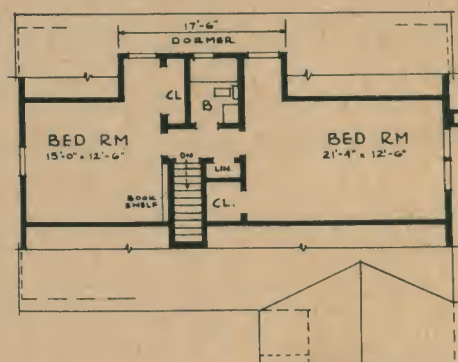
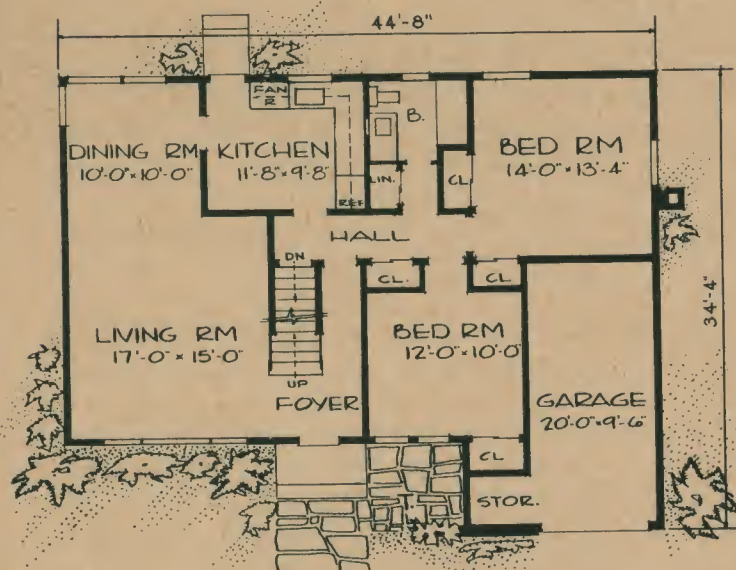
This is a home you'll choose if you're building on a budget, if your lot is moderately sized or if you just want a comfortable family home with expansion convenience. The smart gable at the front serves many purposes well. It adds interest to the look of the house, helps "tuck in" the garage to save extra lot width, adds a storage closet bonus, and finally the lattice planter shields a delightful stone terrace for outdoor privacy. Inside, the foyer is a wide and handsome introduction to a well-designed plan. There's true center hall practicality, with no room cluttered by traffic. Off to one side, the living room-dining room ell features full view picture window at the front and corner windows to frame a garden view at the back. Comfort is the keynote of the kitchen where a sunny

window and ventilating fan promise pleasant workdays no matter what the temperature. Economy of back-to-back plumbing for the bathroom means a bonus such as the Hollywood vanity will fit into your budget. Ventilated comfort is built-in in the two bedrooms downstairs, and there are five, sliding-door closets. Up the steps in the front foyer is the promise of two more large bedrooms, a second bathroom and storage by the square foot. It's easy to see why this home is the choice of so many American families, today.

Overall Dimensions: 44'8" x 34'4", including garage.

Square Feet: 1,100.

Architect: Herman H. York.

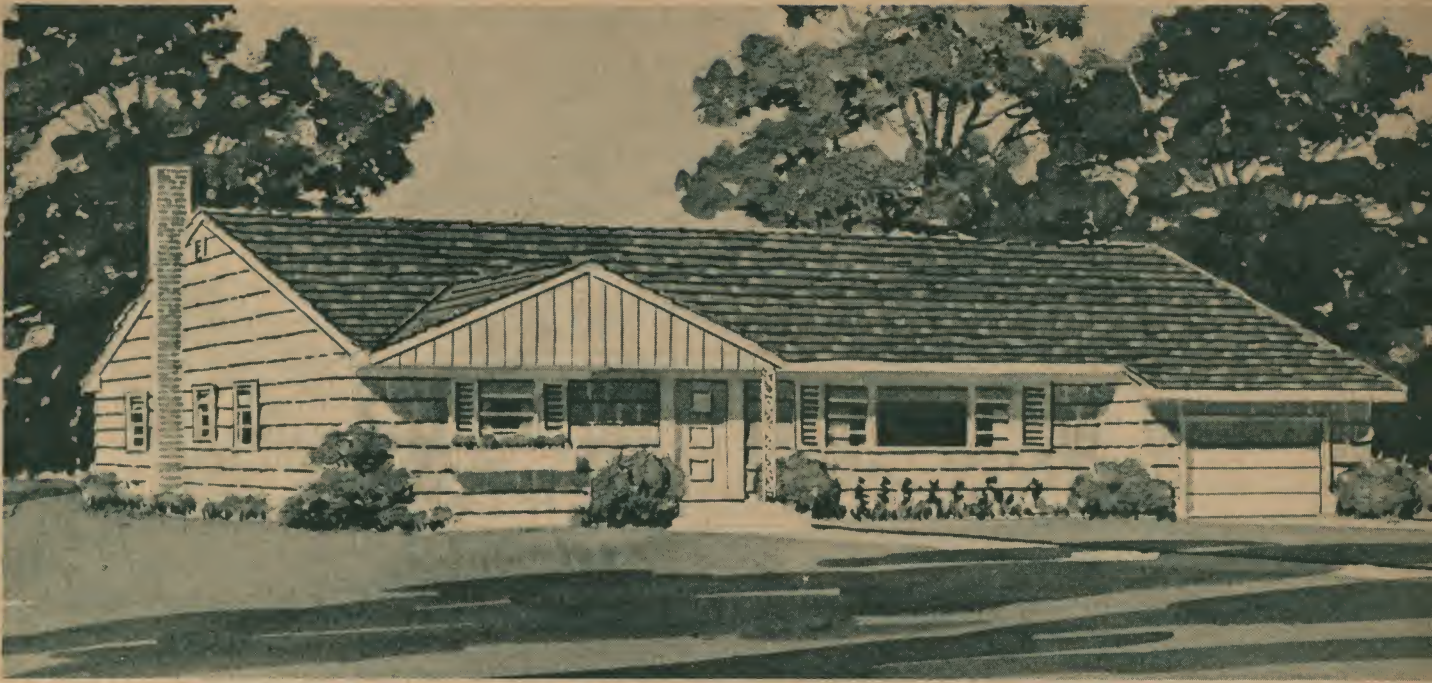


FUTURE SECOND FLOOR  
Reduced Scale

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## A CHARMING HOME IN YOUR BUDGET

PLAN NO. D-4553

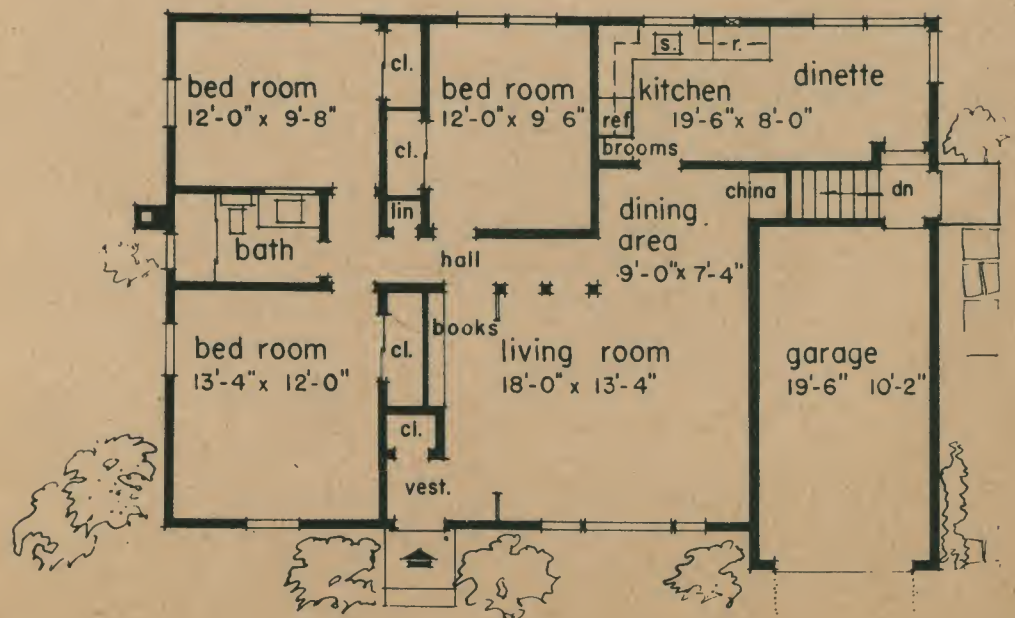
Attractive simplicity keynotes this ranch home and makes it a neighborhood star. The attached garage, so cleverly tucked in, gives this house an air of being much larger than it is, and a thoughtful plan makes best use of every square foot. Note, for instance, how the kitchen flows into the charming dinette, for almost 20' of ease and coziness. Four big windows brighten every corner of this service and mealtime area. It's a convenient play area in wet weather, and since a formal dining ell is part of the living room, this plus feature is doubly useful. The living room is shielded from the covered front entry by a vestibule and coat closet, and there are floor-to-ceiling book

shelves built-in. Extra space is drawn from the minimum hall beyond, where soft cove lighting can add further interest at night, filtering through the smart, ceiling-high planter posts. A magnificent full-view picture window overlooks the front garden, shaded by the deep, gracious overhang of the roof. Well set off for sleeping comfort and quiet, the three bedrooms are all convenient to the family bathroom and make the most of full height, sliding-door, closet walls, seven super closets in all.

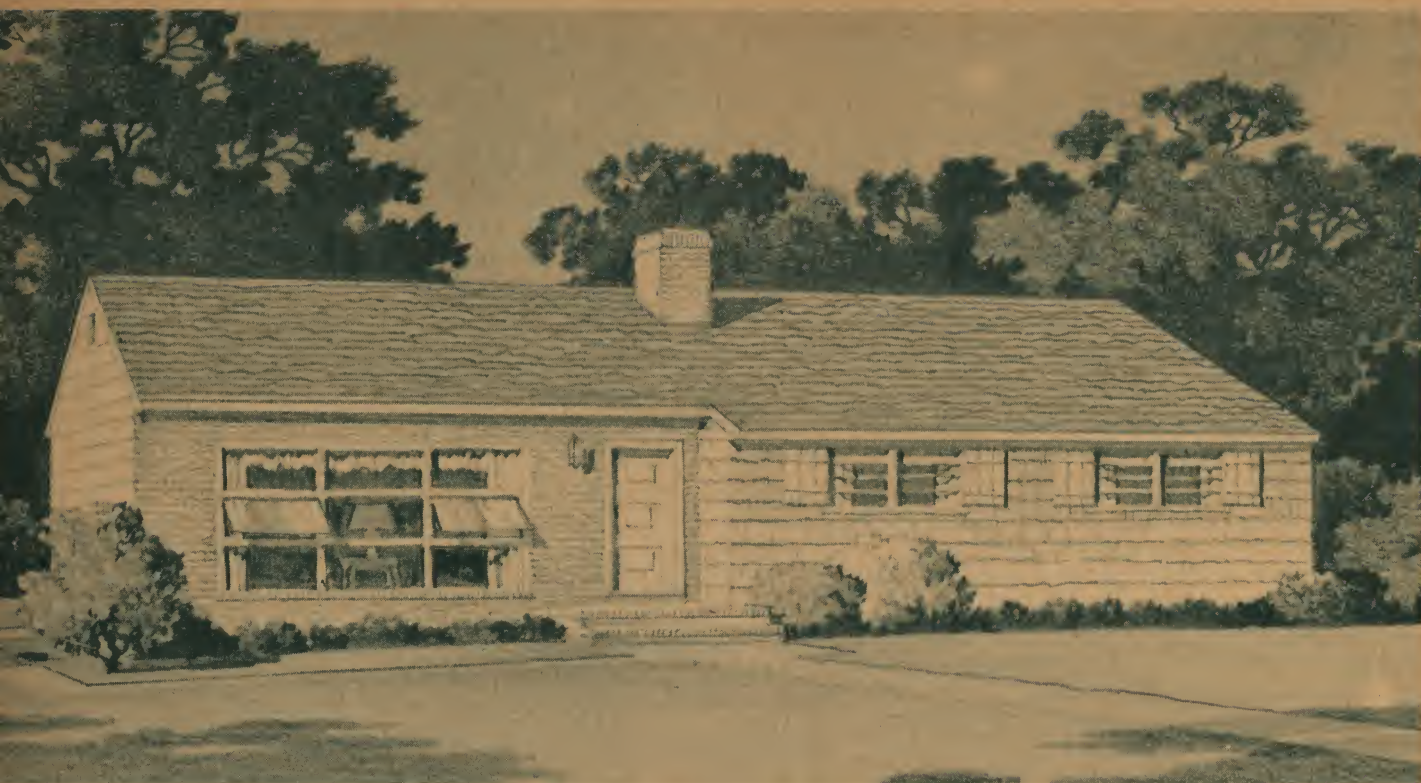
Overall Dimensions: 44'8" x 31'10", including garage.

Square Feet: 1,142.

Architect: Herman H. York.







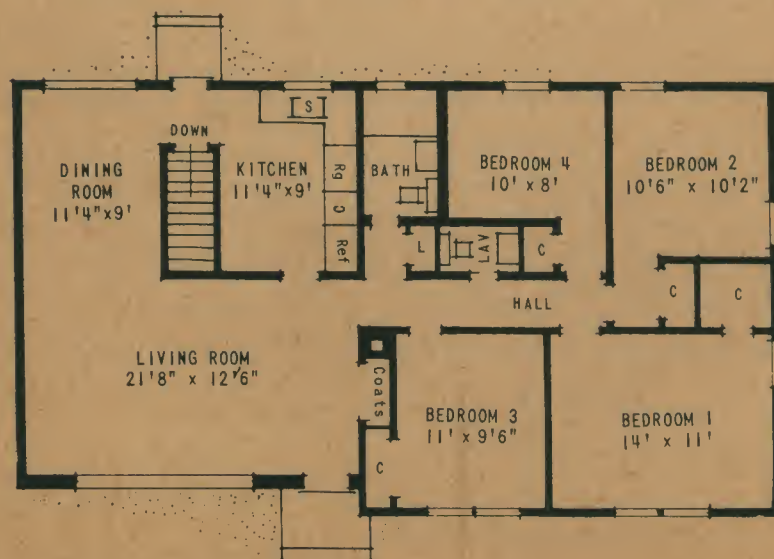
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## SMALL, SMART AND EFFICIENT

## PLAN NO. D-1638

It is hard to find a four bedroom ranch house that will fit a limited building budget. So this is good news for the larger family. The simple, honest lines of this home make it attractive from the outside, where the awning-picture windows are at their most effective view. The panelled door leads in to the well-proportioned living room and the feeling of a center hall is maintained, since the major living area is kept free of traffic. It's just a step past the guest closet to either kitchen or bedroom hall. There's a back vestibule, too, of course, shielding the kitchen and

dining room, with a stairway down to the cellar. An ingenious extra lavatory is off the bedroom hall, making a bath-and-a-half to serve the family and guests. A ceiling vent and fan makes this important extra wholly practical today. Bedrooms 1 and 2 enjoy two exposures and the master chamber has a walk-in closet of no mean proportions. Each of the other two bedrooms is cozy, amply ventilated and well furnished with closet area. A most interesting and important addition is the dining room, formed in the ell behind the living room and with a wide picture window that accents its hospitable dimensions. The sweep for living-dining area is almost 23' at this side, and 22' across the front—truly spacious for a home where all other areas must be considered.



Overall Dimensions: 49' x 27'.

Square Feet: 1,200.

Architect: Lester Cohen.

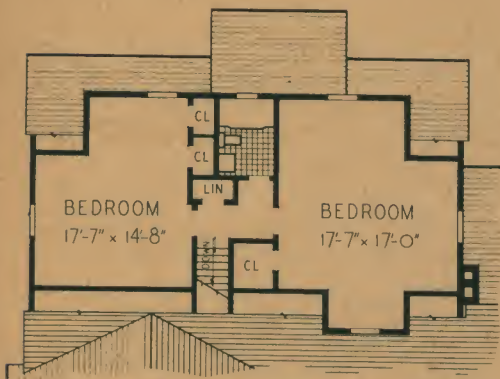


# ADDITIONAL INCOME IN STYLE

PLAN NO. D-3366

Here's a wonderful home that helps pay its own way. The feeling of family comfort starts outside, with an air of charm that is underlined by the cozy front garden fenced in white and with a welcoming lamp post. The main section of the house opens to the right in the vestibule. You step into a spacious living room where a stunning picture window and handsome hearth greet you. Floor-to-ceiling bookshelves flank the fireplace and through a wide arch, there's a full dining room beyond. A door opens out to the terrace for extra outdoor living area that is so much enjoyed today. The kitchen specializes in making life easy and its extras include space for dishwasher, counter top range and, best of all, the newest built-in oven that brings baking, broiling and roasting up to your level. The window-alcove dinette bay is a delightful addition,

with a door for service to save every major area of the house. A master bedroom suite, with full bathroom just outside, is just perfect for the older folks. Upstairs, for right now or in the future, two more large bedrooms and bath, plus four more huge closets permit you to expand your home as you need it. But who could ever guess that there's an extra apartment right off the foyer in the striking ell of the house? There is and it's a honey—a good sized living-sleeping area, compact but complete kitchenette, and stall shower bath. Two exposures make this area comfortable and the private patio extends its scope for outdoor living. It's an income idea that sells itself to a teacher, young working couple or, within your own family, to an older member who can live wonderfully close but completely private.

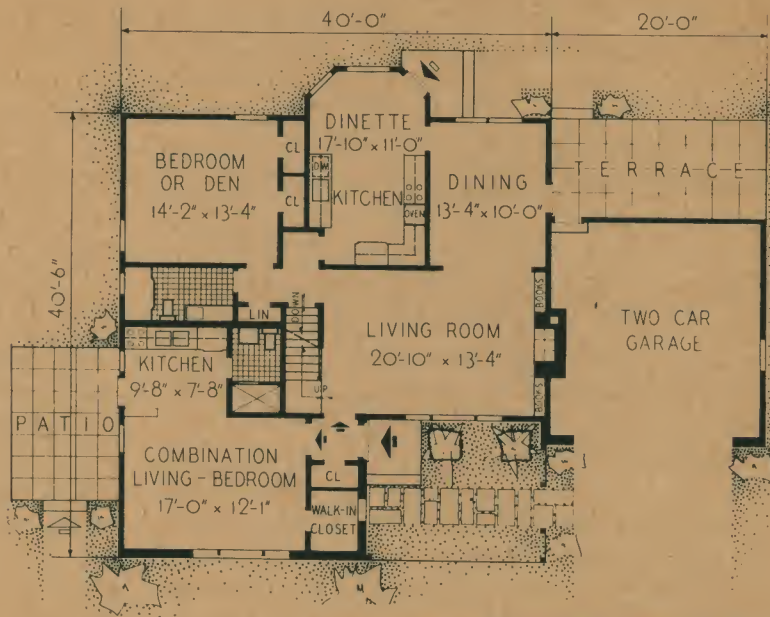


SECOND FLOOR PLAN  
Reduced Scale

Overall Dimensions: 40' x 40'6".

Square Feet: 1,183.

Architect: Alwin Cassens, Jr.



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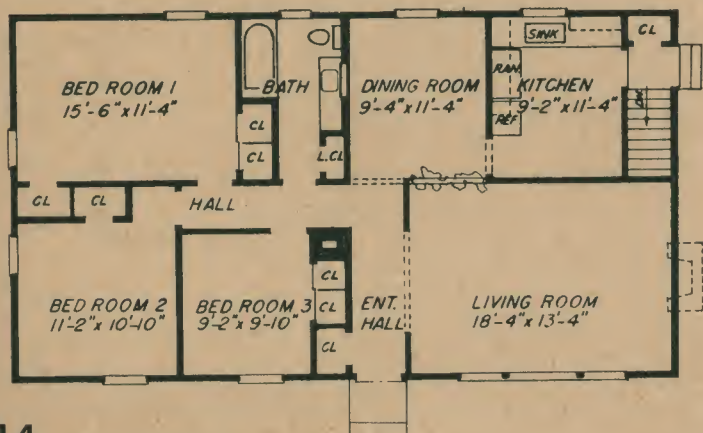
## IDEAL FOR EASY MAINTENANCE

PLAN NO. D-4410

Tidy and trim and completely versatile, this comfortable ranch house is a joy to care for. That convenient entry hall means a minimum of tracking through any major room and there's a back entry with "mud" closet that

opens to the kitchen and cellar stairs. The living room at the front has a handsome picture window and you can add a cheery fireplace on the side wall. An interesting planter box divides the living room from the complete dining room where corner shelves frame an attractive window view. Conveniently located for easy serving and clearing, and cleverly laid out for housekeeping ease, the cheerful kitchen has space for breakfast nook or counter. Three bedrooms and a wealth of closets supply sleeping comfort and storage efficiency, and the large bathroom with its own linen closet and vanitory is a plus feature. Sturdy shingle and cedar combine with the rosy brick chimney and the white siding of the gable to make this house a real charmer. An alternate view is given below to illustrate how easily the exterior can be adapted should you wish.

Overall Dimensions: 46'6" x 25'8". Square Feet: 1,194.  
Architect: Herbert W. Neumann.



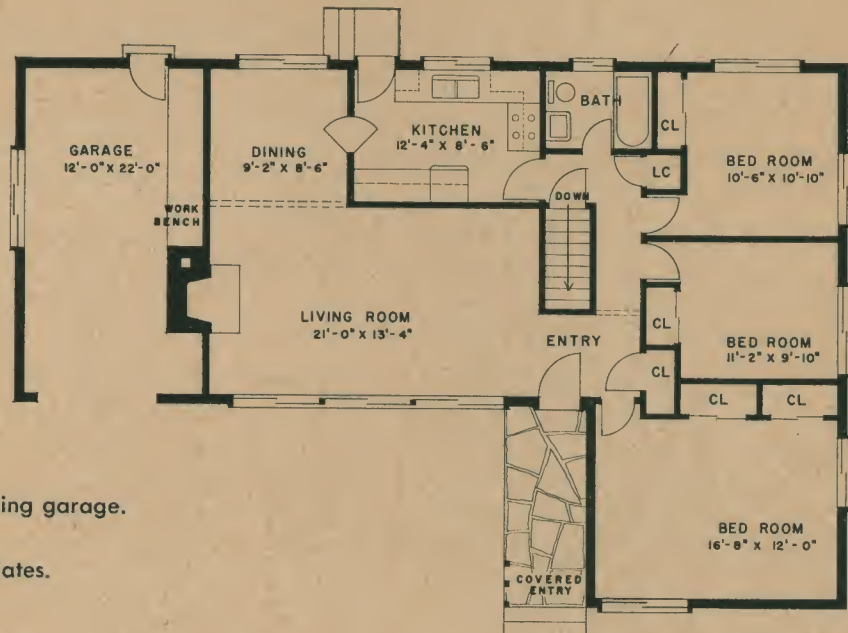


# RANCH HOUSE MAGIC

PLAN NO. D-1639

Planned to perfection, with the modern family's dream home in mind, this lovely L-shaped ranch house has made friends all over the country. Living areas are divided to make each zone private for its purpose—and this is a bonus of easy upkeep for the important rooms. Sliding windows form a picture window wall at the front and the deep fireplace is another focal point in the striking living room. Through an arch, the ell of the dining room is at the back, with a picture window all its own. The kitchen is bright and airy and there's a maximum amount of counter and cupboard space conveniently arranged to make chores as easy as possible. The bathroom is back-to-back for economy in plumbing installation. The

bedroom wing gives the privacy that is so important for sleeping comfort, with double exposures in master bedroom and one at the back. Huge closets, with sliding doors, provide all the put away space your family could want, and for extra adaptability, the blueprints show an alternate bathroom for the master bedroom, utilizing the front part of the covered entry now shown. The attached garage is extra-wide and the large work bench will please the boys of the family. Popularity tested, this house has ideas that any family will be proud of.

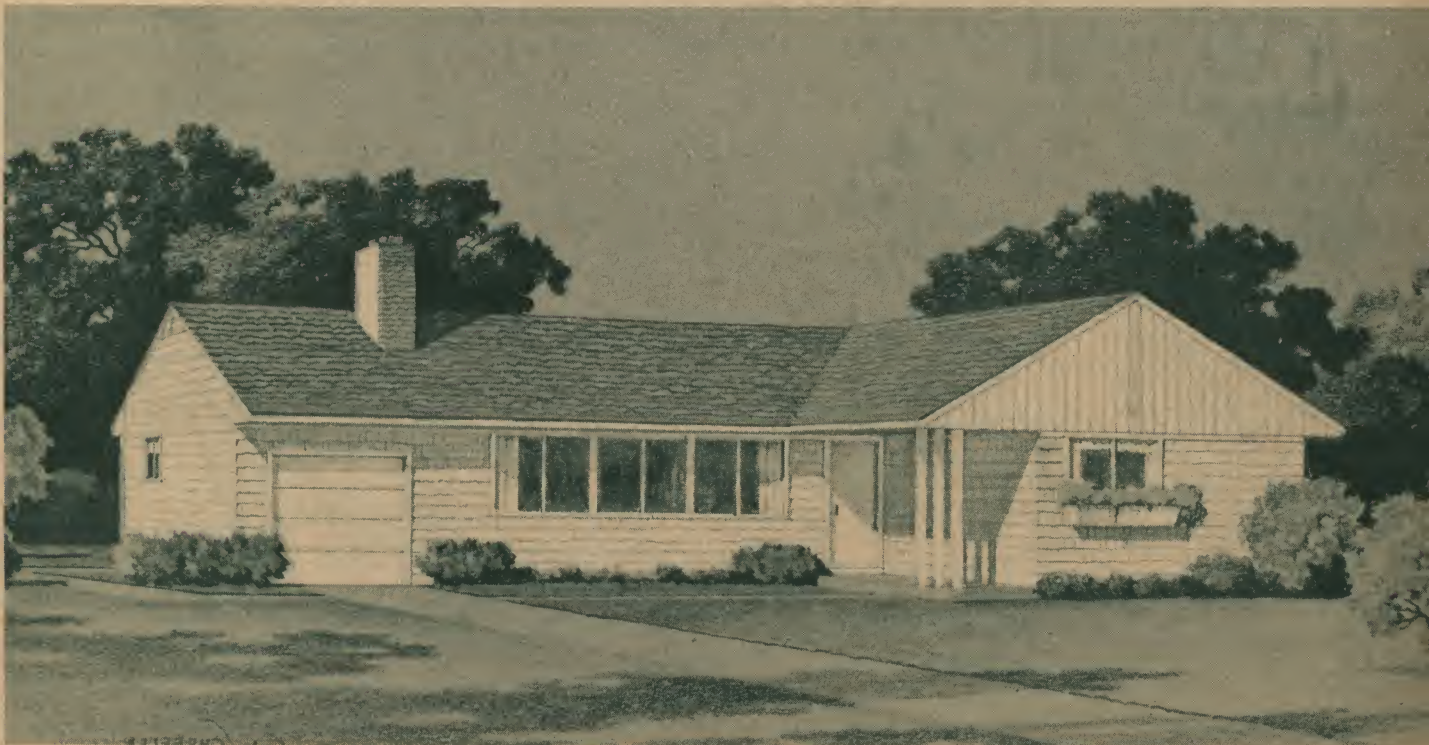


Overall Dimensions: 55' x 36', including garage.

Square Feet: 1,198.

Architect: Caleb Hornbostel & Associates.

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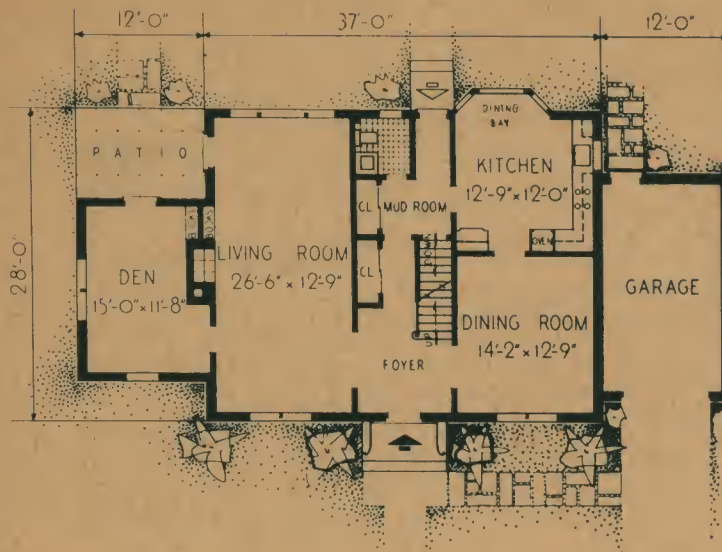


## CUSTOM QUALITY TWO-STORY HOME

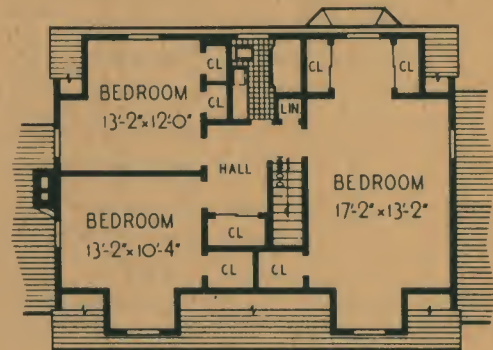
PLAN NO. D-3373

This home is a masterpiece of traditional two-story design, with all the best features of spaciousness, privacy and sheer family comfort that you have always wanted in your new home. True center hall convenience is starred—and what wonderful use has been made of it. As you enter the classic doorway, you find yourself in a wide reception foyer that connects to the hall. Here there is a huge sliding-door closet, and beyond, a mud room with another storage closet and a door to a lavatory for quick wash-ups right off the service entry. The kitchen, with its wonderful array of convenient counters and cupboards, opens here, and a windowed bay at the back forms a sunny dining area. Note the built-in oven, with range set into a counter top,

the latest in kitchen ease. A perfect dining room is at the front exciting in its roominess, and across the foyer, one whole side of the house is turned over to the living area. A wide welcoming hearth graces the 26' sweep from window to picture window and you'll be able to find great, unbroken wall space for your decorating pattern. The den and open patio beyond are hospitable adjuncts to extra living, indoors and out. On the second floor are the 3 smart bedrooms, delightful with dormer alcoves, and each with two exposures. The master suite has a dressing room where you can add a master lavatory—economically back-to-back for plumbing, since the family bath is alongside. The two story home was never more beautifully designed.



Overall Dimensions: 37' x 28', excl. gar. and den.  
Square Feet: 1,235 (1st floor); 870 (2nd floor).  
Architect: Alwin Cassens, Jr.



SECOND FLOOR PLAN  
Reduced Scale

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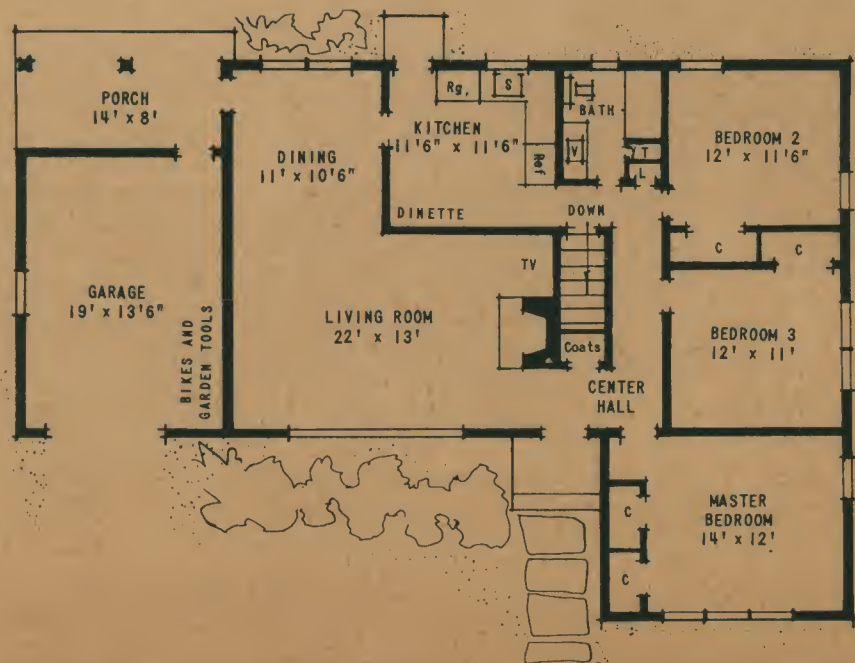
## A PLAN WITH PERSONALITY

## PLAN NO. D-1640

This house was truly designed for the family that wants the best things in life. From its distinctive exterior, with that smart roof line, you can tell at a glance that charm combines with comfort here. Ultra-spacious planning makes every room a prize. The sweep between the living room picture window at the front, and dining room window at the back, is over 25', and the diagonal view from the front entrance makes it seem even more. This living room has a special alcove next to the fireplace for TV or Hi-Fi equipment. The kitchen has an unusual, unbroken wall to add immeasurably to the spacious dinette area. To the right of the foyer, the center hall leads to kitchen, bathroom and the bedroom wing. The three bedrooms are designed to furnish sleeping comfort to a family with two, three or four children, since both of the family bedrooms can accommodate twin beds, and each has its own 6' closet, with sliding doors to leave maximum space in the

rooms. The master bedroom has two convenient closets of the same type, affording 9' of space for storage. The triple window at the front and another window to the side make year 'round weather comfort a feature of this room. The bathroom offers extra features usually associated with more expensive dwellings: the built-in vanity-lavatory, a towel closet in the room, and a super linen closet just outside the door. A covered porch is sheltered by the garage, to form a pleasant outdoor entertaining area in conjunction with living and dining rooms. Since the garage is supersized, your picnic equipment, garden tools and rain gear can be stored neatly and conveniently.

Overall Dimensions: 43' x 38'10",  
excluding garage.  
Square Feet: 1,250.  
Architect: Lester Cohen.







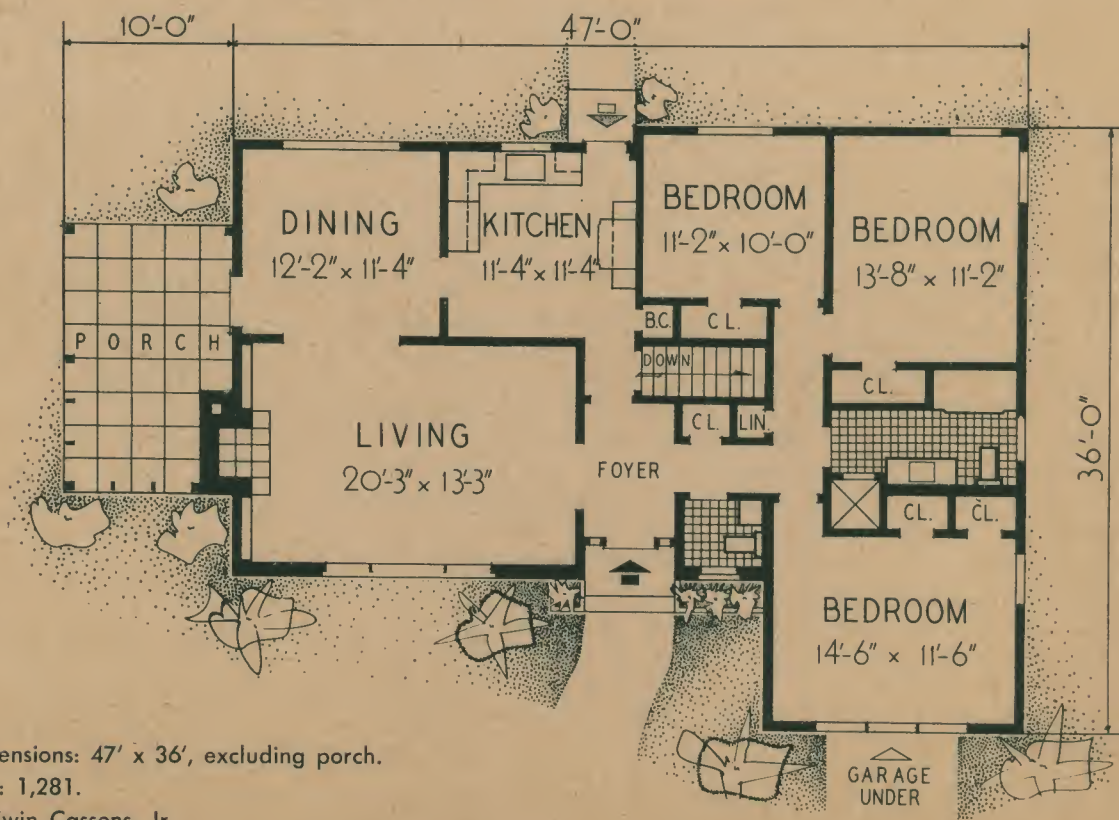
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## DESIGNED FOR EXTRA LIVING

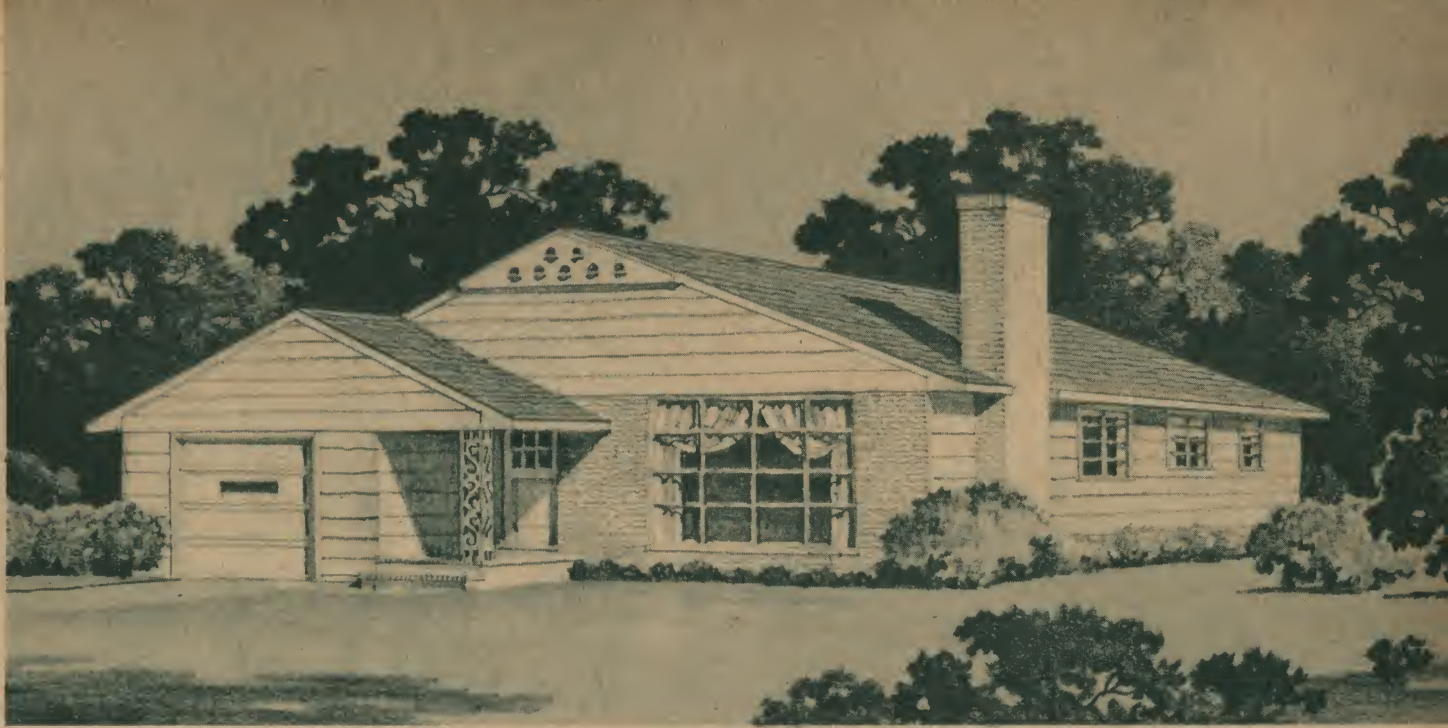
PLAN NO. D-3326

For sweet, low lines nothing beats this ranch style home of shingle, brick and clapboard. Of its three entrances, the rear one leads into the square, utilitarian kitchen, the side door opens from a charming porch, and the front, with its built-in plant boxes flanking the attractively designed door, opens upon a large foyer. Sheer joy of living is typified in the spaciousness of adjoining living and dining rooms. The front room picture window, beckon-

ing the changing seasons, is magnificently styled. Imagine a cold, wintry night outside, while your cozy family is gathered about the cheerfully blazing fireplace. There are three bedrooms which are amply supplied with closets. The extra-large bathroom is as practical as two baths here, and there's an additional lavatory, too. The garage, built on a lower level, preserves the flowing lines of this cleverly designed home.







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## FOUR BEDROOMS—40' LOT

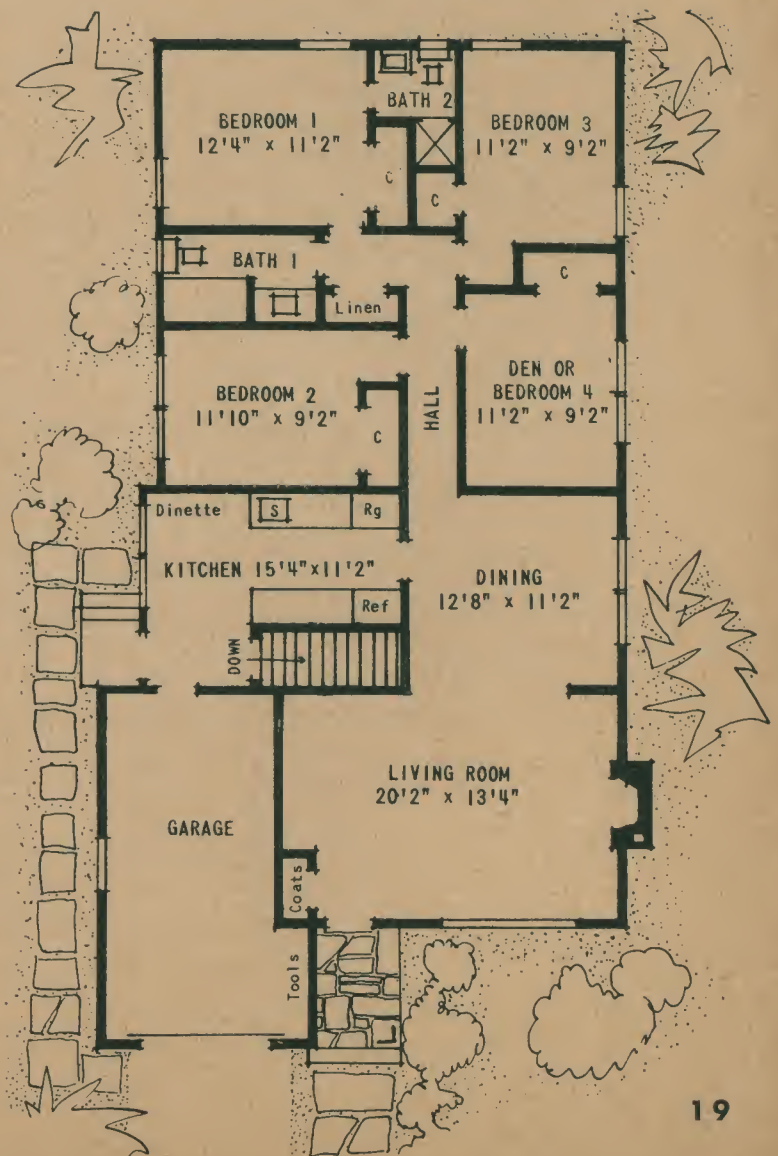
PLAN NO. D-1641

Perhaps you have despaired of ever finding a home large enough for your family in one that would fit on a narrow lot. Here it is, and it's a honey! Believe it or not, there is even an attached garage, something you never dared to include in your dreams. The plan is a marvel of spacious comfort, with the four good sized bedrooms at the back off a center, bedroom hall, and there's a full bathroom *plus* a stall-shower lavatory for the master bedroom. Huge sliding-door closets are found in each of the chambers, and in addition there is a double linen closet with the same space saver doors right off the bathroom. The kitchen dimensions will make any homemaker cheer, and the compact kitchen area eases the burden of daily chores. A large sunny dinette area is planned at one end for family meals and after school snacks. No need for the youngsters to track through the house as the service door is at one side. Access is provided from the garage for wet weather, and the cellar can be reached with no muss or fuss from kitchen, out of doors or garage by the stairs shown. Living room and dining room blend, through a wide arch to form a distinctive L for your entertaining. A panelled screen can be used to shield the dining room at dinner. Highlights in the living room are the cheery fireplace with a smart flagstone hearth, and the floor to ceiling view window overlooking your garden. Note the good-sized guest closet just inside the door, and the planter box opposite gives privacy to the living room and forms a tidy vestibule as you enter.

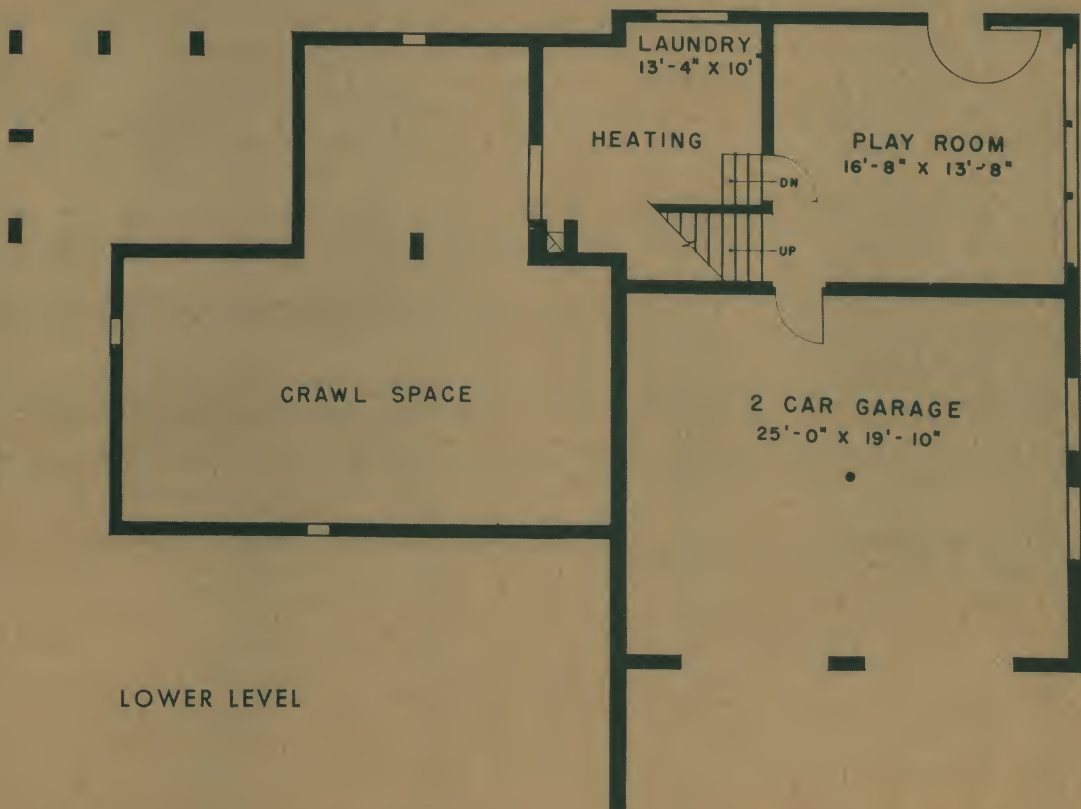
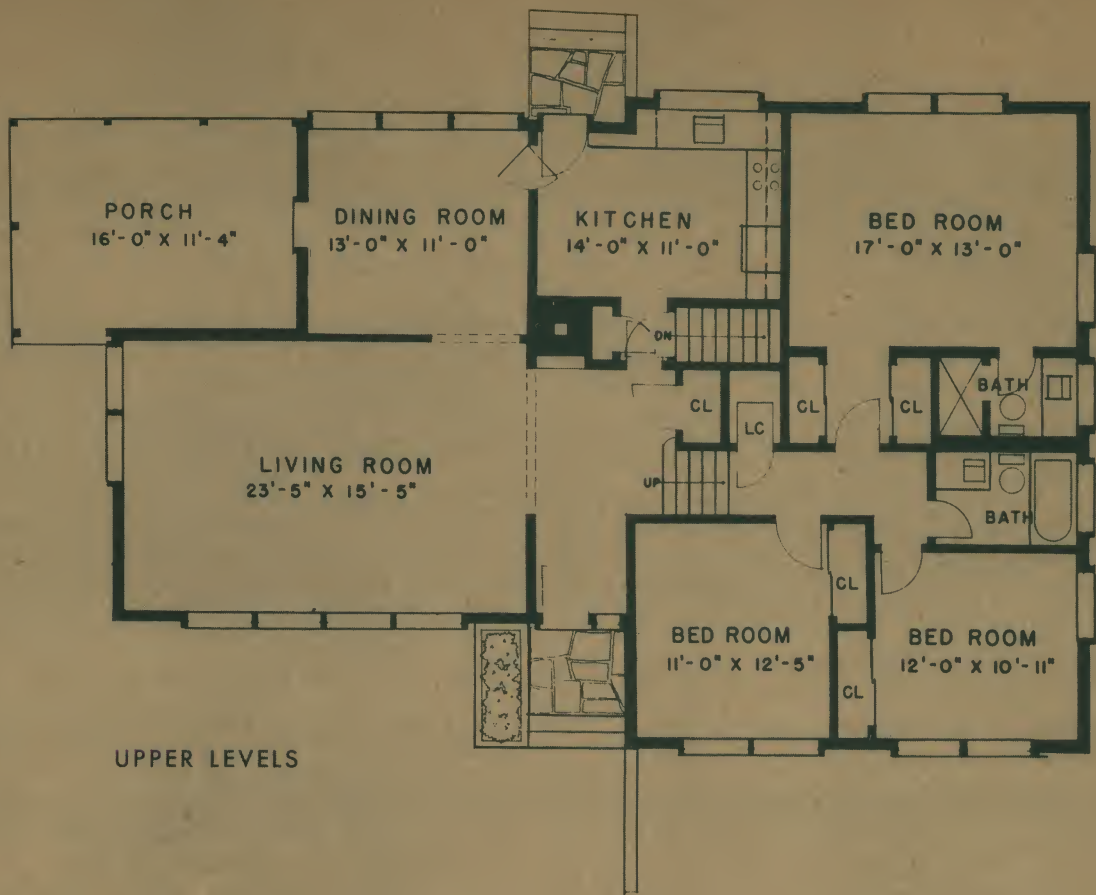
Overall Dimensions: 31'6" x 58', including garage.

Square Feet: 1,250.

Architect: Lester Cohen.



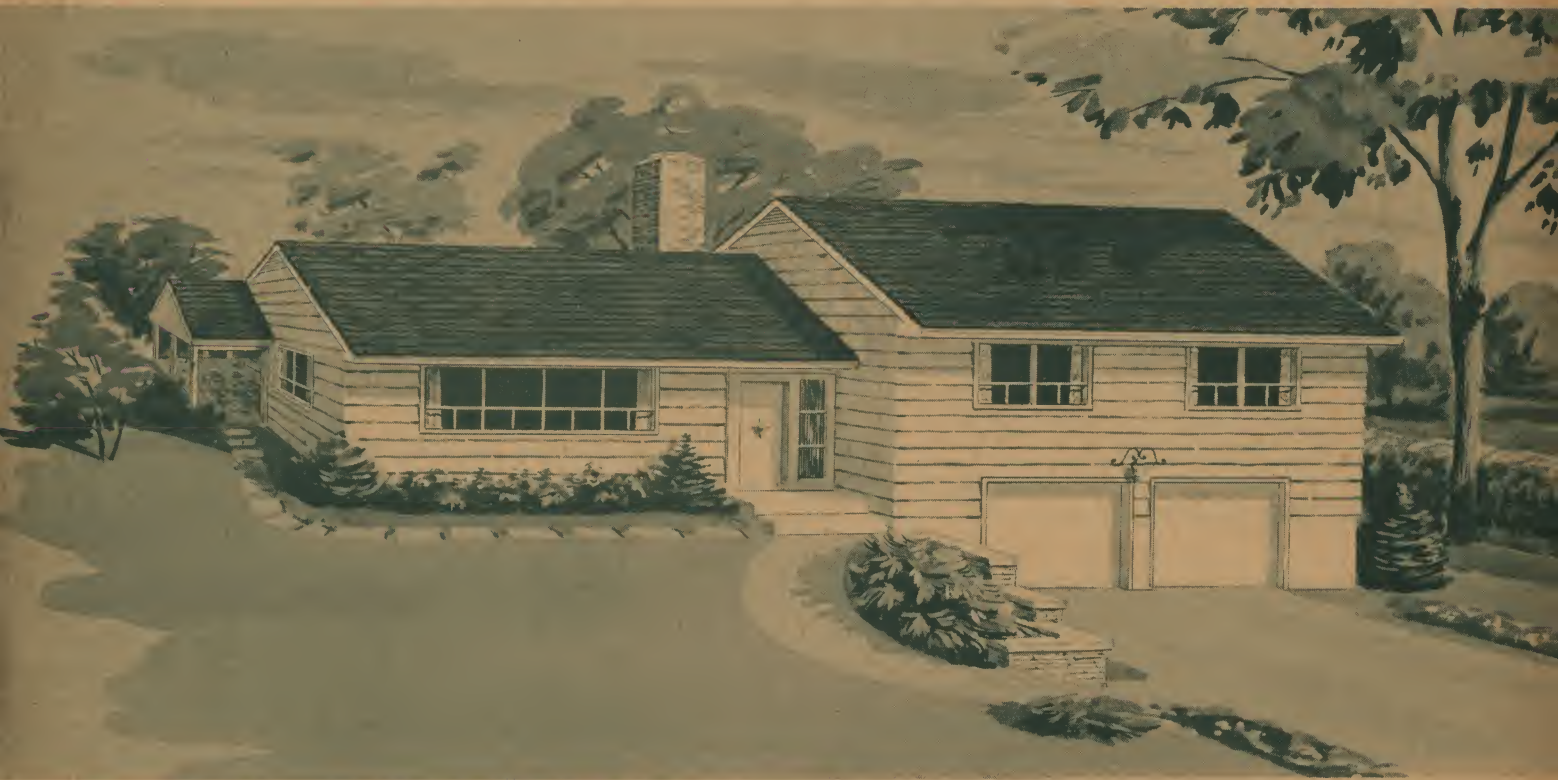






Here is a home planned within the traditions of gracious living, and embodying a split-level plan for comfort and convenience that is strictly contemporary. The whole house is bright with windows. For example, clear glass forms a narrow wall at your front door to brighten the foyer, and from this central hall, all areas are easily reached with best of circulation. The living room is at the left as you enter, and its dramatic proportions are highlighted by a full view window at the front, with another at the side. At the back, the dining room has a full width of windows, and a french door opens out to the covered porch that is a real outdoor entertaining area. You can reach the kitchen by its own service entry at the back, or just a few steps from the front hall. A fine assortment of cabinets and counters, with complete utilities are arranged in a work-saving ell, and there's plenty of room

to accommodate the snack bar or dining nook you'll want to build in. On the upper level, three comfortable bedrooms are shown. The master bedroom is at the back, and you enter through a dressing room alcove with two, large, sliding-door closets. There's a private stall-shower lavatory with its own vanitory, too. The two family bedrooms are at the front, and they share a closet wall between, as well as a full bathroom where another vanity-lavatory is added. The lower level is reached conveniently from the entry hall, near living room to bring your guests down to the wonderful play room, or right from the kitchen so that you can serve with ease. A windowed laundry alcove is included in the heater room, and the two-car garage is especially wide to provide storage space for garden tools, toys and other gear. There's luxury living on every level, here.



Overall Dimensions: 55'8" x 35'6".

Square Feet: 1,619.

Architect: Caleb Hornbostel & Associates.

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## SPLIT-LEVEL FOR DISTINCTION

PLAN NO. D-5362

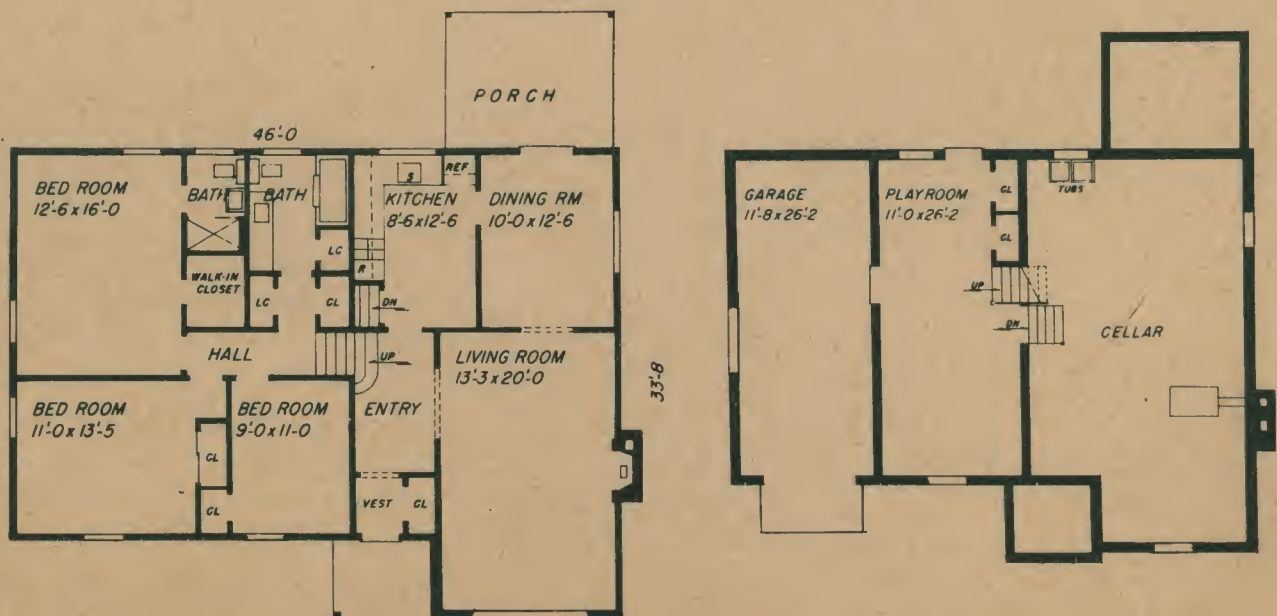
With its three master bedrooms completely separate from the work and play areas, and with the roomy garage in the space-saving basement level, this house will be the conversation piece of any neighborhood. The parents' bedroom is really a well-designed suite. It has a wonderful dressing room closet and a private shower bathroom. Two exposures mean airy comfort all year 'round. The family bathroom is most convenient at the head of the stairs. A charming vanity-lavatory counter and the large linen closet built-in give you an idea of the extra space here. On the entry level, a protected front doorway leads into a vestibule (with coat closet) and an attractive entrance hall.

Excellent traffic circulation takes you right into the kitchen, or to any other area of the house without turning any major room into a corridor. Off to the right is the living room, perfect for decorating with its focal fireplace and picture window. Beyond, you have the sunny dining room and a covered porch for summer meals. Cross ventilation and easy access will make the downstairs playroom everybody's favorite.

Overall Dimensions: 46' x 33'8", excluding porch.

Square Feet: 1,372.

Architect. Alfred H. Ryder.





# SUN-KISSED RANCH HOUSE

PLAN NO. D-1507

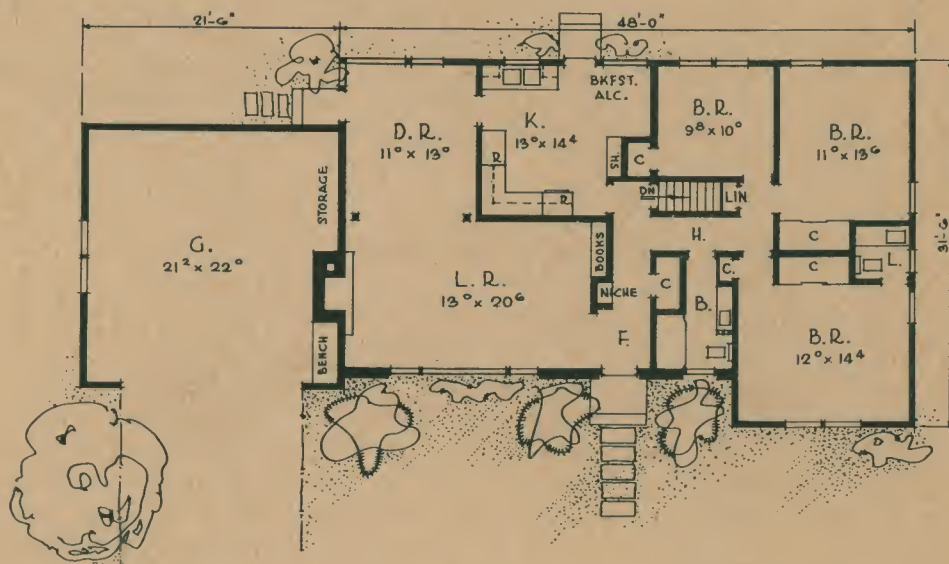
Light and air and happy living are planned in this many-windowed ranch house. The L-shaped living-dining area has corner windows overlooking the back garden. The picture window at the front offers a smart vista of your front garden as well as perfect cross ventilation for each area. There's the best traffic circulation. Because of the foyer and halls, all areas are well set off and there's no need to use the living areas to get to any other room. This insures living privacy and easier maintenance. The kitchen is especially convenient to the front door, but

there's also its own service door. With the convenient opening from the dining room, the whole rear area behind the garage and dining room would make a delightful outdoor living area. Large closets are featured in each of the three bedrooms, and built-in as well as closet storage is at a maximum. A private lavatory complete to a vanitory is a luxury extra for the master bedroom. And note how cleverly the vanitory is set off at the front of the family bathroom to do double duty as a guest powder room.

Overall Dimensions: 48' x 31'6",  
excluding garage.

Square Feet: 1,363.

Architect: Herman H. York.



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## TO BUILD OR NOT TO BUILD

...THAT IS THE QUESTION, AND BELOW  
WE EXAMINE THE FACTS AND COME UP WITH SOME ANSWERS.

By DANIEL LAWRENCE

The author has written extensively on economic questions, with special emphasis on price trends. Here he presents the more important reasons for his advice to prospective homeowners: "Build now."

HOME OWNERSHIP is at an all-time high, and every year yet another million families take the plunge and move into dwellings of their own. The trend is strong.

The majority of the nation's 50 million families own the homes they live in. Yet many families in rented quarters still hesitate, debating the wisdom of home ownership while accumulating bushels of rent receipts.

The question most commonly asked of this writer by persons still on the fence is: "Is this a good time to acquire a new home? Or are prices likely to come down if we wait?"

The next most commonly asked question is: "Should we buy—or build?"

Obviously, families who got their homes 10 or 15 years ago—or even three or four years ago—enjoy an advantage. They have been able to ride out the rise in building costs, while their homes have grown more valuable from year to year.



A Smart Split-Level

page 40

But the cost of a home in 1940 is as dead a fact today as the price of shoes before World War I—or the dollar-a-day wage. The only important question now is: "What is the outlook for the future?"

All available evidence points to a simple answer: Don't postpone living waiting for prices to come down. The chances are strong that this won't happen within the lifetimes of most of us.

There are a number of potent reasons for this statement. One can be summed up in a word: Population.

We've had a phenomenal growth in population over the last two decades—but the big wave of growth is still ahead.

"Family formation"—the budding of new families as children come of age, marry and set up living establishments of their own—has dipped a little after setting all-time records, but it is still running at a high level.

And the tidal wave is yet to come! The big baby crops



The Ever-Popular Ranch House

page 33

of the war and postwar years—the millions upon millions of children now jamming our schools to the overflowing point—within the next few years will begin to swell the ranks of the married couples, with offspring of their own.

The economic experts of labor and industry expect a tremendous demand for housing and other goods and services to be placed on top of today's great demand.



There is nothing deflationary in this picture.

The costs of labor and goods, far from receding, may undergo further upward spirals.

In a nutshell: Long before today's demand for housing is met—and even our peak building activity has failed to augment our nation's housing facilities by more than 3 percent a year—tomorrow's demand will come.

You are today, and will be increasingly, in competition with millions of others for the available materials that go into a home and the labor to construct it.



4-Bedroom Split-Level

page 26

As long as that competition lasts, it will keep prices up. And there is no foreseeable end to the pressure.

You may ask: "What of the disastrous depressions of the past? Can't prices tumble again?"

The answer: It's just not in the cards.

Why? Workmen's wages are the main factor in homes, as in other commodities, whether the men are paid at the construction site by the contractor or half a country away in the plant producing the materials and equipment.

This labor cost, barring a serious depression, will remain at today's levels or go up. And we have already ruled out such a depression. On what evidence?

Since the 1930s, a great variety of "cushions" have been placed under prices and the economy in general.

Savings are insured nowadays; stock trading is now under the watchful eye of government; unemployment compensation, pension plans and (most recently) the guaranteed annual wage provide large, assured reservoirs of buying power to sustain business; farm prices are supported; the Federal Reserve System has an arsenal of weapons to prevent price disturbances; government administrators are more experienced in dealing with dips and bulges in the economy; a substantial number of home mortgages are insured; savings by individuals is at an all-time high.



Future Expansion Considered

page 35

There are other economic block-busters in the government's hands today; and, importantly, the U.S. government itself simply can't afford to let prices drop, regardless of the political disaster this could cause the party in power—either party.

What is the government's stake in high prices?

The national debt can only be reduced by the collection of high taxes out of a high national income. This debt, currently running just under 300 billion dollars, will remain a problem for whichever party holds the reins.

Aside from all other considerations, then, the government has a direct and substantial stake in high prices, and commands the machinery to maintain them.

The question of whether to buy or build is far simpler to answer. You may, with diligent searching, discover the house of your dreams in the neighborhood you want, already constructed by a speculative builder, and priced to your pocketbook—but it's not likely.

To get the house you want, where you want it, and within your price range, the chances are strong that you will have to build it.

Almost half a million families a year build their own homes. They constitute about half the families who acquire their own homes each year.

There are added advantages to building your own home, in preference to buying.

A home erected by a speculative builder often looks exactly like others he has put up in the neighborhood; the home you build yourself avoids that deadly "sameness" of appearance.

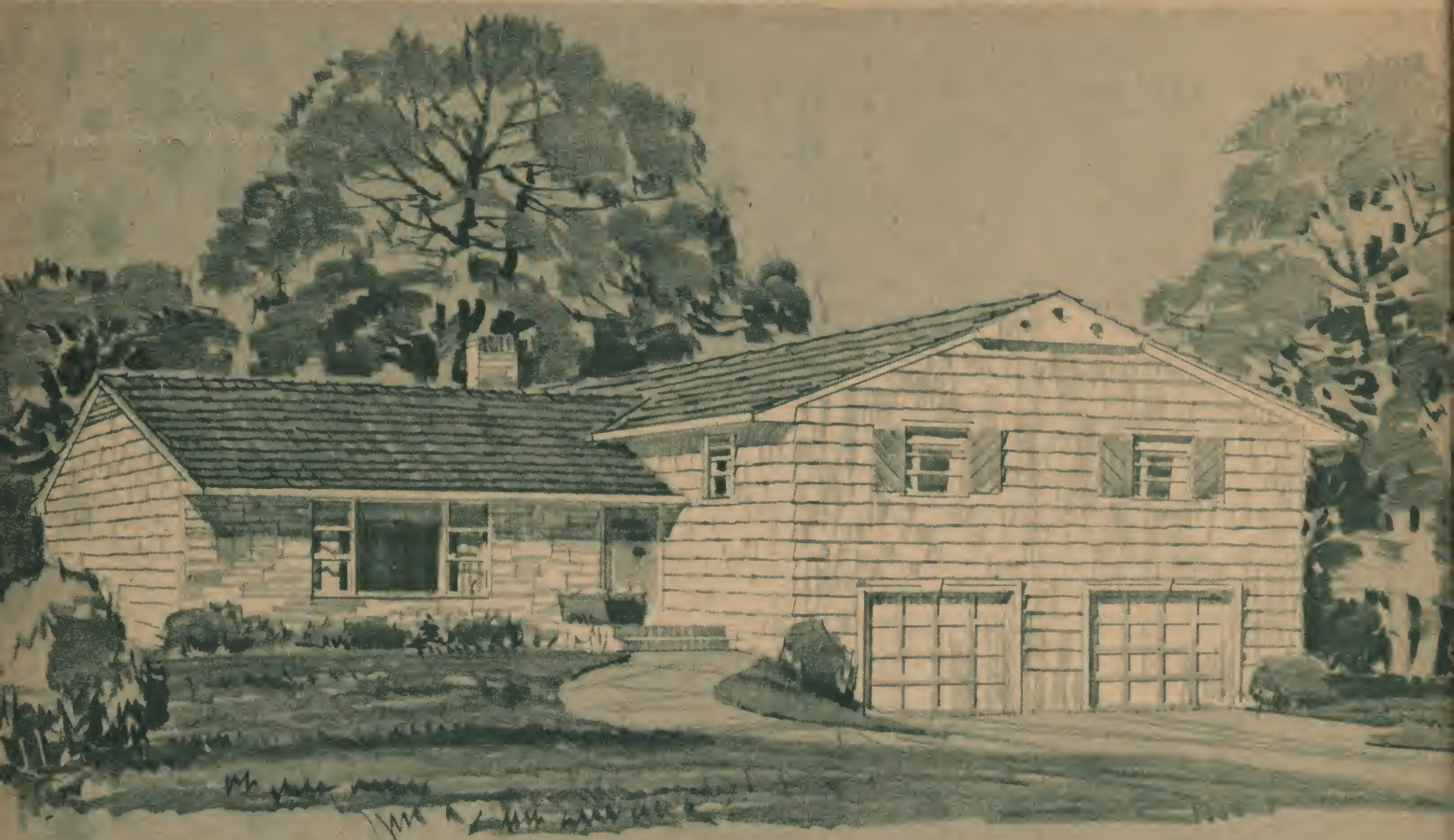
Your home built from an architect's plans will have more value and will be easier to finance.

A home built for speculative sale accumulates costs while it remains, unsold, in the builder's hands. He figures this into his price.

The case for home ownership is strong, and growing stronger each day.

And to get the home you want, where you want it—and where you know exactly what has gone into its construction—where *you* control the design and the quality—you had better build your own.





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## **MODERATE FOUR-BEDROOM MULTI-LEVEL**

**PLAN NO. D-1643**

If your family is large and your building dollars are limited, you'll cheer for this four-bedroom split-level plan. It's designed to give you just what you need, four bedrooms, good-sized and comfortable, as the high spot of a home you can afford. At the front, bedroom 2 has cross ventilation, as does the master bedroom which includes a private lavatory plus two double closets. The bedrooms at the back share a 10' closet wall, and they have wide windows for excellent ventilation. On the first level you'll be happiest about the center hall. It leads to all important areas, and in a family with many children, good traffic circulation is particularly important. The gracious L of living and dining rooms has perfect privacy

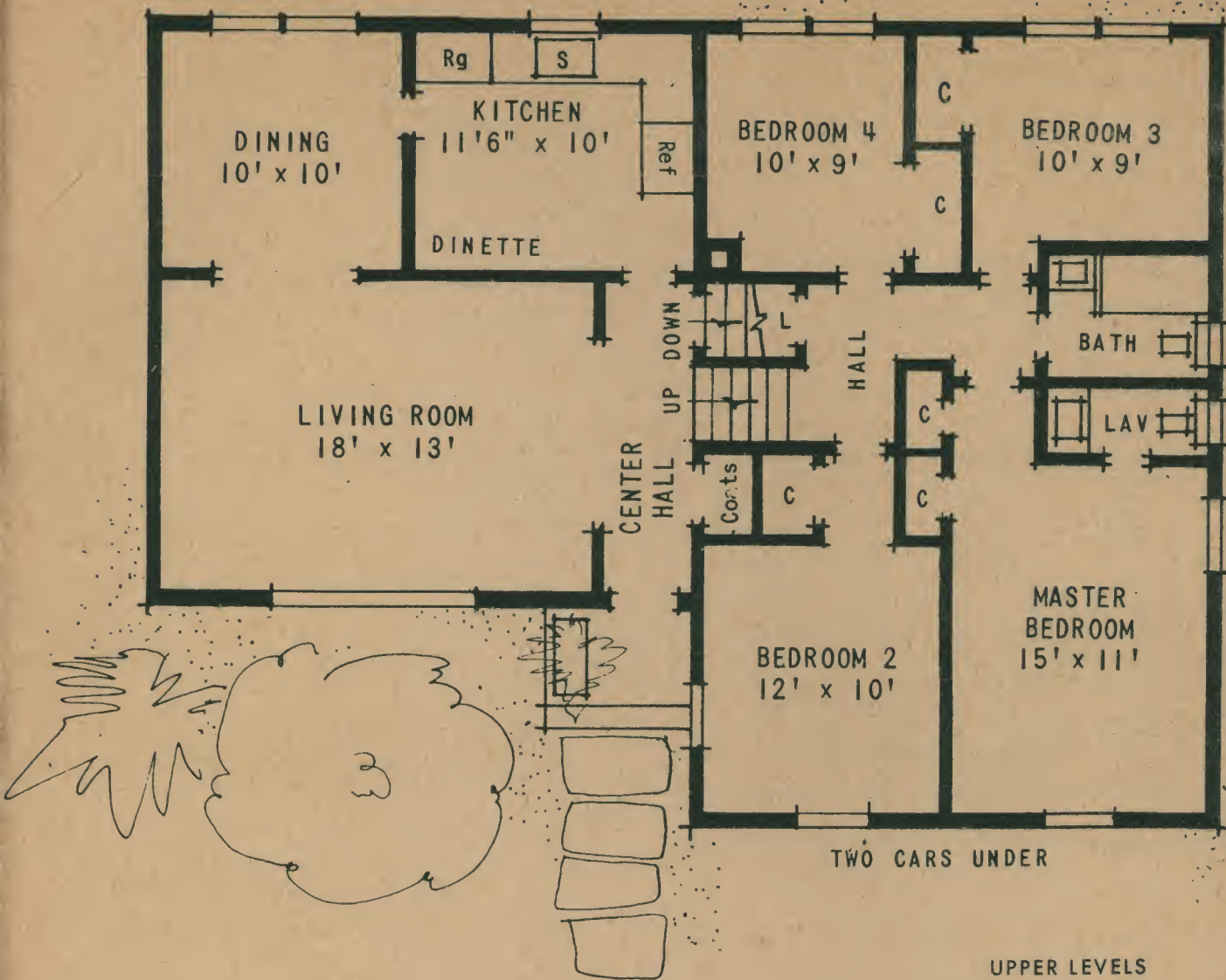
for your formal entertaining, both rooms are especially well-proportioned and there's a through-view from picture windows, front and back. The kitchen is compact but completely equipped with a cozy dining nook. On the level below, which can be reached by a half flight of steps from the center hall, there is a well-planned laundry (a bright work room) and a two-car garage is a split-level bonus since you can have room for the extra car without requiring more room in your lot than you can afford. The other bonus, most valued by the family with growing children, is the playroom-den. This one has a huge picture window to the back and an outdoor terrace can be reached for evenings out of doors.

Overall Dimensions: 45' x 34'4".

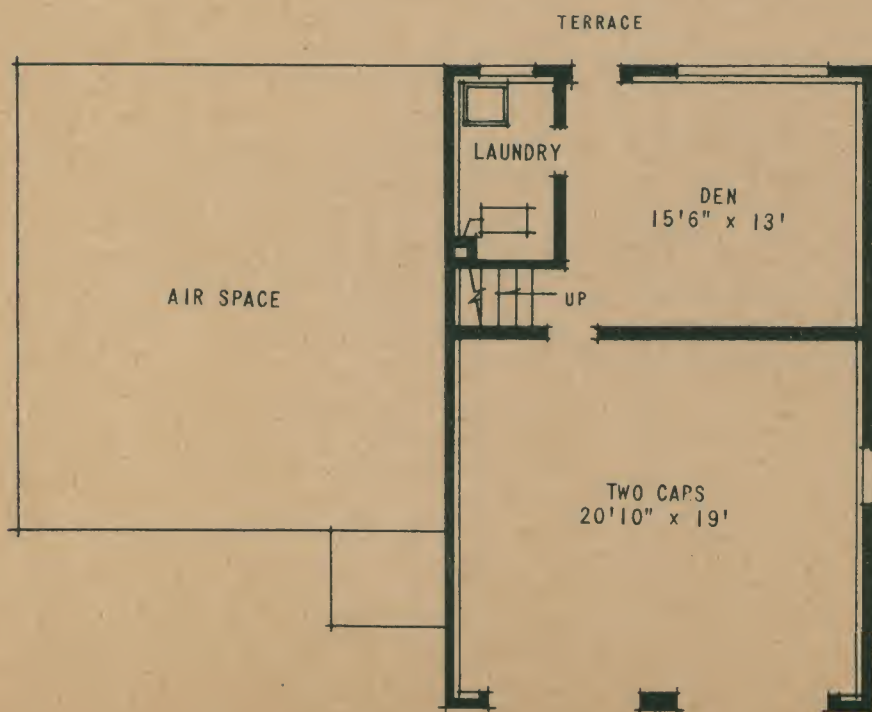
Square Feet: 1,250.

Architect: Lester Cohen.





UPPER LEVELS



LOWER LEVEL  
(Reduced Scale)

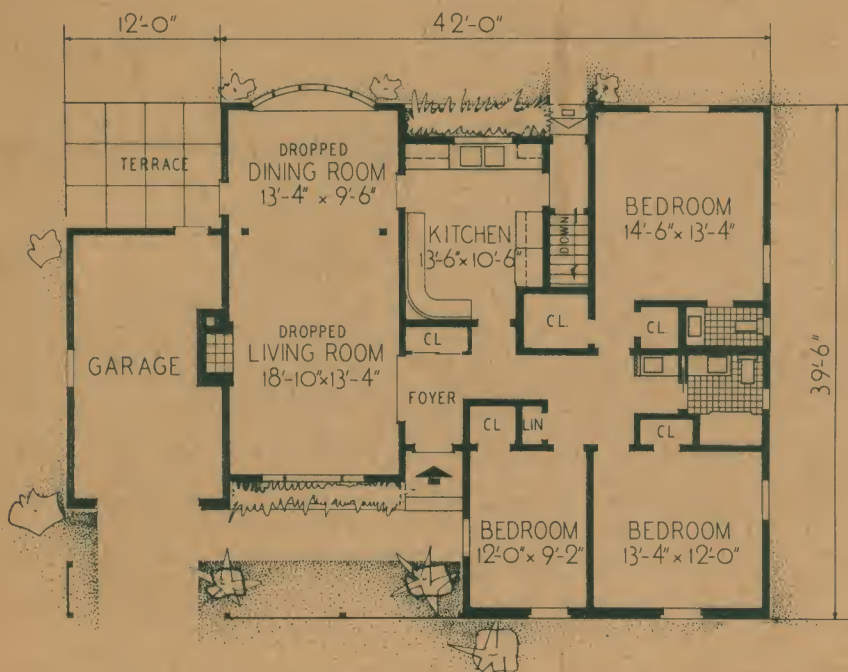


## QUALITY DELUXE

PLAN NO. D-3341

A traditional exterior look, with a functional, modern interior plan is the happy keynote of this rambling ranch house. A rail fence, a rooftop of rugged shingle, vertical siding, and honest clapboard carry out the theme of sturdy simplicity. Not seen from the front, but an attractive supplement, is the terrace, which leads into the gracious, dropped dining room. Here, old-world charm is provided by the bay window. There's a magnificent sweep to the living area, one step down, too, where a cozy fireplace

presides. Your family will welcome the many closets in this house, six in all, and most of them "walk-in's". The three corner bedrooms all have double exposures. There are two bathrooms; one is private to the master bedroom and the other, a "double feature" with twin washstands, serves the rest of the household, and offers a guest vanity. A sunny window above the sink brightens the roomy kitchen, just a convenient step to the front door, and blessed with a traffic-saver service vestibule.



Overall Dimensions: 54' x 39'6".

Square Feet: 1,425.

Architect: Alwin Cassens, Jr.

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## SWISS CHALET SPLIT-LEVEL

PLAN NO. D-3330

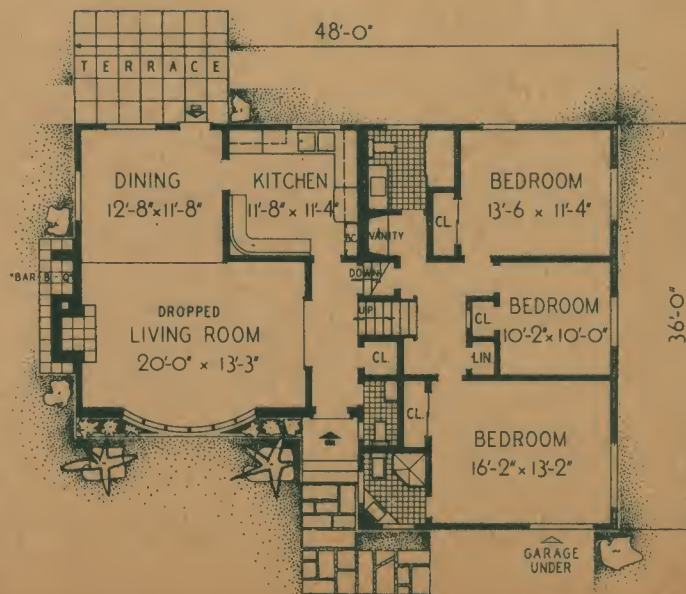
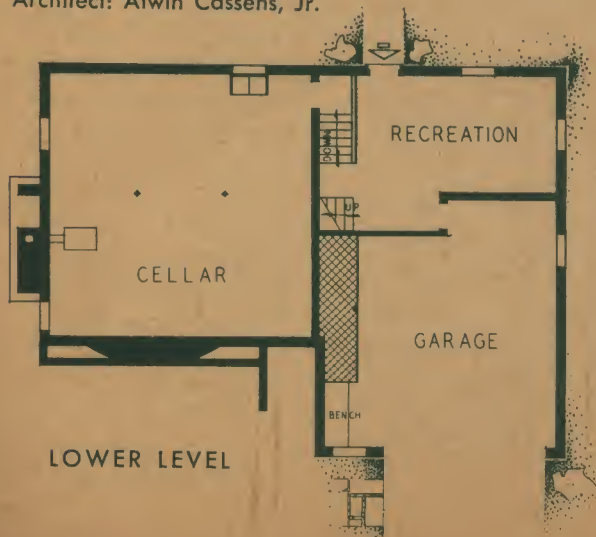
This is a very attractive split-level house. The upper level which extends somewhat beyond the two-car garage and recreation room beneath it, creates the effect of a Swiss chalet. The use of flagstone for the combined chimney and barbecue pit, and for the ledge, which runs from the corner of the house to the entrance door, is most effective. Inside, there are three excellent bedrooms, the master chamber with private lavatory and stall shower. A full bathroom, accessible to the other two bedrooms, has a built-in vanity, and there's an extra lavatory off the front

hall for guests. Downstairs from the sleeping quarters is a foyer which leads to the comfortable living area. The kitchen was not only created for mother's pleasure and convenience but for the whole family by virtue of its inviting breakfast nook. The magnificent feature of this house is the spacious dropped living room with fireplace and expansive bay window. For outdoor living you have the flagstone terrace that opens from the dining room, and with the built-in bar-b-q at the chimney side, you'll find a perfect picnic area.

Overall Dimensions: 48' x 36'.

Square Feet: 1,478.

Architect: Alwin Cassens, Jr.





Just a glance at the view of this house as well as the plan will tell you that you've found a house that offers good living, expansion possibilities and enduring charm. The wide, welcoming step with its planter pocket at the front door seems to keynote the hospitality you'll find within. A pleasant reception foyer opens to living room at the right, where a box bay awning picture window looks out on the lawn and a fireplace, with raised flagstone hearth, speaks of cheery winter evenings. For summers, a door opens out to the breezeway for "patio-parties" around your portable grill. (Store it in the garage, of course.) A picture window and second exposure keep the dining room airy and bright. The kitchen is a room designed to ease the homemaker's chores as much as possible. Mother

has her own desk built-in and there's a cozy dinette nook in one corner. The back vestibule has a mud closet, storage closet and built-in garbage unit just at the service door. You can go right down to the basement from outside without walking over a newly cleaned floor. The master bedroom has two enormous closets, and the bedroom at the front is really a study bedroom, with its wall of knotty pine bookshelves and cabinets. When you finish the two bedrooms and bath on the floor above, you'll turn this room into the family's den, build in your television set and relax in cozy comfort. The lavatory just off the reception foyer is an additional bonus and so convenient for a guest powder room. This expansion house goes all out to suit the exacting family.



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Overall Dimensions: 52'6" x 34'6".

Square Feet: 1,550 (1st floor).

Architect: Fenick A. Vogel.







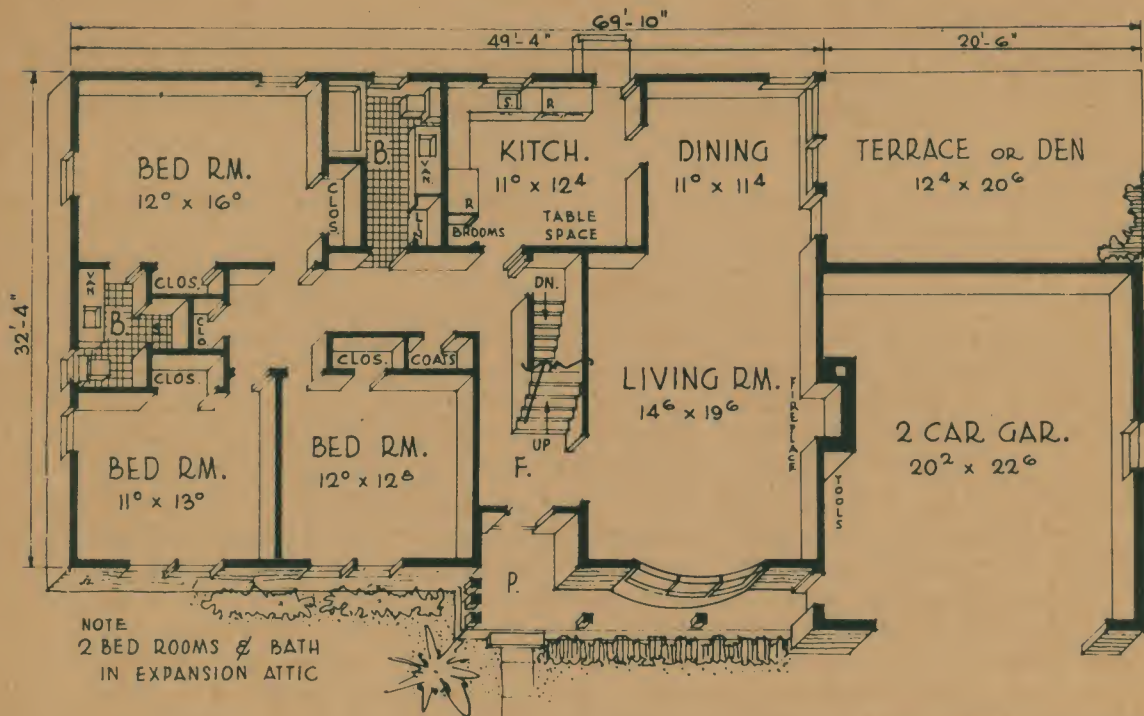
Designed in response to many requests, this home has all the luxury touches you'll want, and an expansion feature for the future. It's a true center hall plan—go right from the kitchen to the covered front porch without disturbing any living area. An exciting entertaining vista opens from the bow window of the living room to the corner windows of the dining room—over 30' and a wonderful terrace or den beyond. The super kitchen serves all meals, family and formal, with equanimity, for it is well laid out for homemaking delight. The tiled bathroom is back-to-back for economy, and its convenient vanity helps

it serve as a guest lavatory. When your family grows, you can add two bedrooms and bath on the floor above, but right now three spacious bedrooms, with a master shower lavatory, take comfortable care of sleeping quarters. If you're storage conscious, there are 8 super closets and more to come. Gather 'round the cozy living room fireplace, and you'll know you're at home.

Overall Dimensions: 49'4" x 32'4".

Square Feet: 1,575 (1st floor).

Architect: Herman H. York.



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## HOUSE OF IDEAS

PLAN NO. D-1645

This lovely, center-hall house has in it just about everything for the average family. Three large bedrooms are in one wing, each with double wardrobe closets. The master bedroom has a charming window at the front. A private shower lavatory is part of the suite, to supplement the well equipped bathroom that serves the family at the back. The bedrooms at the front and back have two exposures, and the comfortable third bedroom has a huge, double window of its own. Living and dining areas are completely separated from the bedroom wing, insulated by the central hall. The dining room is particularly well proportioned, with a tremendous picture window looking out on the view to the rear. The dramatic picture window in the living room gives a truly spectacular focal point, indoors as well as outdoors. Of course, there is a handsome fireplace, too, beautifully designed and placed in

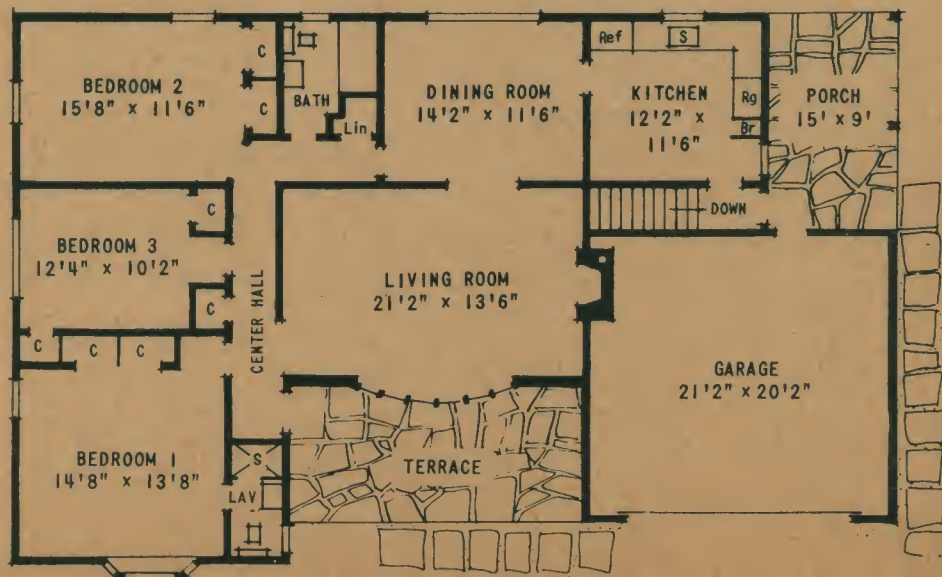
the room to enhance any decor you select. Work and service wing includes the extra large double garage (so useful for tool and garden gear storage). There is also room for a workshop bench in the angle formed on the fireplace wall. The garage door at the back opens conveniently to the service entry where you can reach the cellar stairs and kitchen from a tidy rear vestibule. There's good cross ventilation in the kitchen, and a cozy corner breakfast nook has been planned. The covered, flagstone porch to the side is a perfect outdoor dining room, and makes an admirable play area for the children right under mother's eye. Perhaps the best idea of all in this house of ideas is the U-shape of the plan, with bedroom and garage wings protecting a lovely, spacious terrace right outside your living room window. This is a house truly to be lived in and loved.

Overall Dimensions: 62' x 39'2",

including garage.

Square Feet: 1,355.

Architect: Lester Cohen







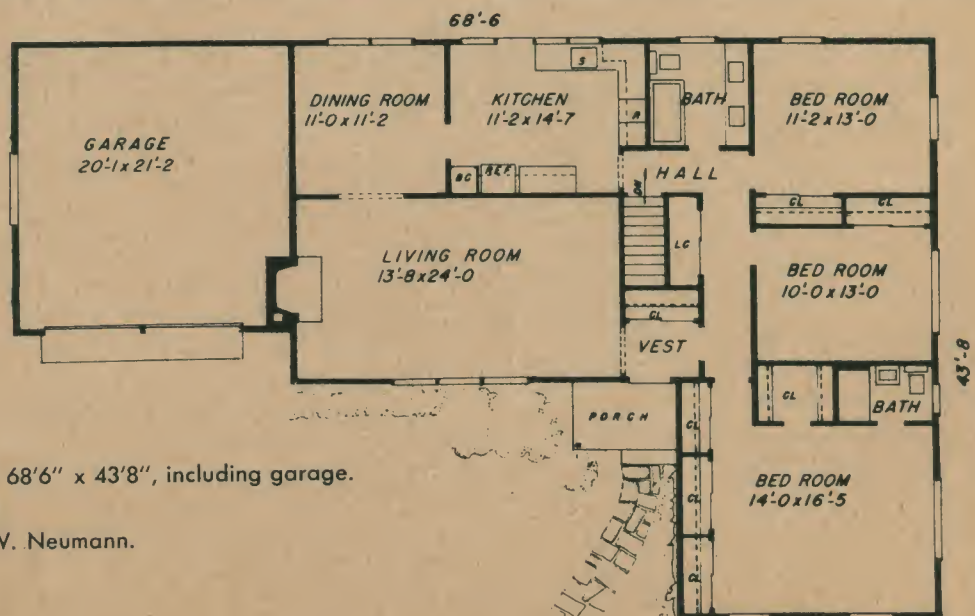
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## COUNTRY CLUB DISTINCTION

PLAN NO. D-1514

This is a proud house and one that you will be proud to call your castle. Its true distinction is evident in smart, ranch lines, and shingle, brick and siding are cleverly combined to create today's most fashionable air—the suburban farmhouse. Inside you have the best of town or country living with spacious rooms, wide wonderful windows everywhere and storage space that takes your breath away. While each of the two family bedrooms enjoys more than 6' of sliding door closet space, the master bedroom shines as a luxury suite, with a double closet dressing room for milady and three more sliding-door closets to complete storage facilities. There's a private shower lavatory, too, with a window of its own to make four windows for the entire suite. Add doubles

in linen closet and coat closet, plus kitchen broom closet, and you have a total of 9 closets to prove that planning storage is part of planning for good living. This helps keep the entertaining and service zones free of clutter and makes housekeeping easier. The rest of the house is given over to hospitality-scaled rooms that will be the talk of your family and friends. Your living room is 24' to the stunning stone fireplace, and through the arch at the back the square dining room accommodates dinners in comfort. Service with a smile is easier than ever in the sunny kitchen where three picture windows overlook the back garden, and where, in addition to worksaving utilities, there's plenty of space for a family breakfast nook. Make your choice for a smart, serene family future.



Overall Dimensions: 68'6" x 43'8", including garage.

Square Feet: 1,580.

Architect: Herbert W. Neumann.



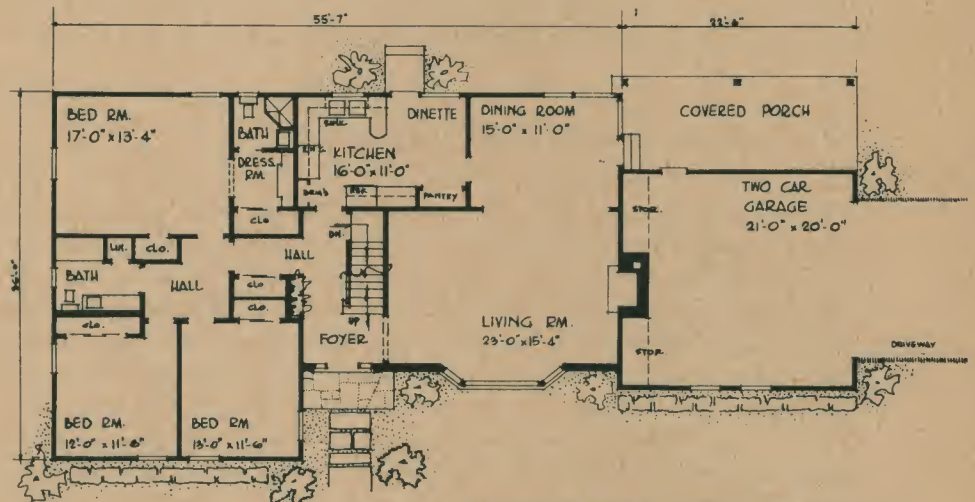
# PERFECT EXPANSION RANCH HOUSE

PLAN NO. D-1646

You'll agree that this home is perfect, indeed, the moment you see the imposing exterior. It's designed in shingle, fieldstone, plus vertical siding, to give a luxuriously long and low look, typically ranch lines, even though you can count on an expansion second floor. An entrance foyer leads to a center hall and you can reach the living room, kitchen, and bedroom areas, as well as the stairway up to the two additional bedrooms and bath, right from the front door. Each of the three bedrooms enjoys cross ventilation. The two at the front have particularly large sliding door closets, and for a larger family, twin beds can be accommodated in each room. At the back, there's a master suite of luxury proportions, complete with a dressing room, stall-shower bathroom, and two huge closets. Off the bedroom hall is the main bathroom

with a built-in linen closet and a smart guest vanitory. The kitchen is a wonderful work area. It includes a broom closet, double sinks (space for a dishwasher, of course) plenty of storage cabinets, work counters. Separated by the island counter there is a bright dinette and a pantry closet. Next to this is the dining room with corner picture windows and a door opening out to a 22' covered porch. At the front there is a most attractive living room—enhanced by a picture window bay for a garden view, and by a smart fieldstone fireplace at one side. The garage is worth special mention, incorporating two storage alcoves as well as space for the family cars. If you finish the expansion area, you'll have a 5-bedroom, 3 bathroom home, not at all out of the reach of a budget-conscious family whose dream is comfort for years to come.

Overall Dimensions: 55'7" x 36',  
excluding garage and porch.  
Square Feet: 1,685.  
Architect: Herman H. York.



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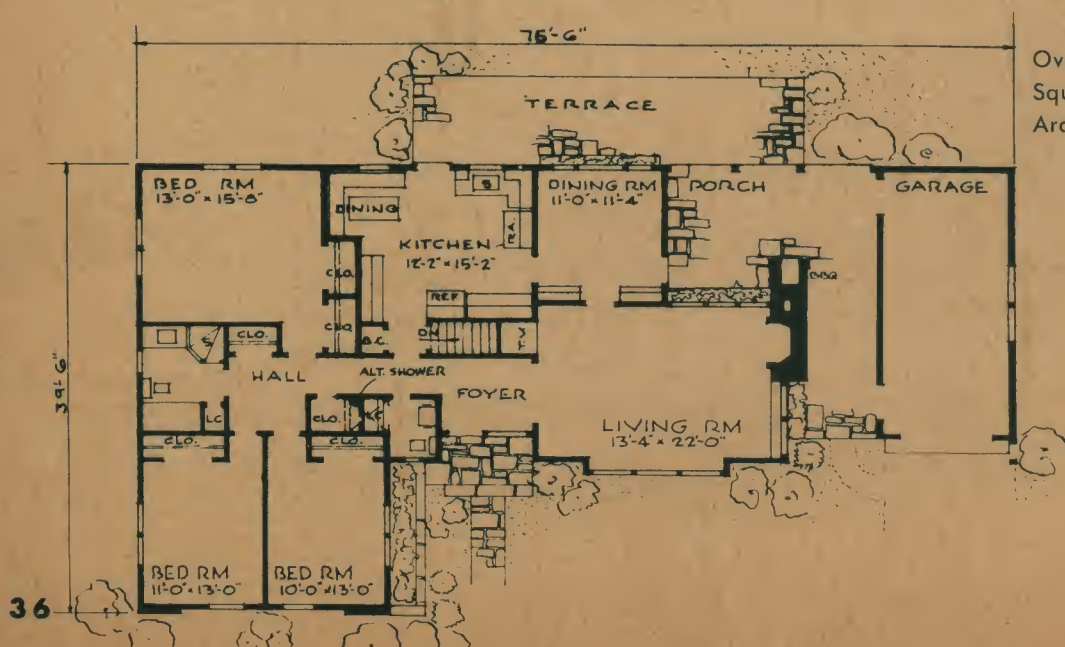
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## GLORIOUS RANCH HOUSE

PLAN NO. D-4611

That look of ranch-style comfort, with smart contrasts of shingle, stone and vertical siding, spells home to many an American family today. The front door is recessed and to the side is a full panel of structural glass to brighten the reception foyer, the central point from which you can reach every area without turning any major room into a corridor. For the bedroom wing there are three king-sized bedrooms—cross ventilation planned in each—and a family bathroom that includes a stall shower as well as full facilities. A guest lavatory with built-in vanity is just off the foyer. At the back, the kitchen is designed to prove that homemaking need not be a chore. There are more cabinets than you ever dreamed of, and the sunny corner is just made for a breakfast nook. A door out to

the terrace is a convenience for outdoor serving. The dining room has an unusual flagstone floor, so easy to care for and built-in cabinets are a delightful note. Out to the side, there's a flagstone porch, too. All the family, from the kids on up, will brag about the outdoor barbecue. The living room is at the front, with its stunning picture window overlooking the front garden. A whole wall of glass overlooks the porch with a plant pocket between. To the side is the unusual fireplace wall, with its welcoming hearth flanked by wide windows with bookcases built in below. Across the room there's a television alcove, just right for comfortable viewing. The garage is planned under the house at the back, or attached as shown. No doubt about it, top ranch styling makes this home a prize.





## CUSTOM-DETAILED LUXURY

PLAN NO. D-1647

This is the home to please the discriminating family. Charming colorful plant boxes are welcoming notes at the front door, and the effect is carried on into the foyer and beyond in the bedroom hall where indoor planters are set casually. At the back, the living room is a magnificent 25' area, where a raised fireplace and long stone seat form one wall. Clear windows make the wall at the back overlooking the dramatic terrace. Through an arch you can see the prize entertaining area—the family activities' room. Here you can install a second TV set for the youngsters, or for informal as well as important parties, stroll out on to the screened dining barbecue porch that joins the terrace. Indoor dining is a joy in the bay-windowed alcove. Decorative posts separate the kitchen from the dining zone, but the open plan permits the areas to flow together for maximum effect. There's a pantry broom-closet for storage, double sinks to accommodate your dishwasher, counter-top range burners, wall oven and last

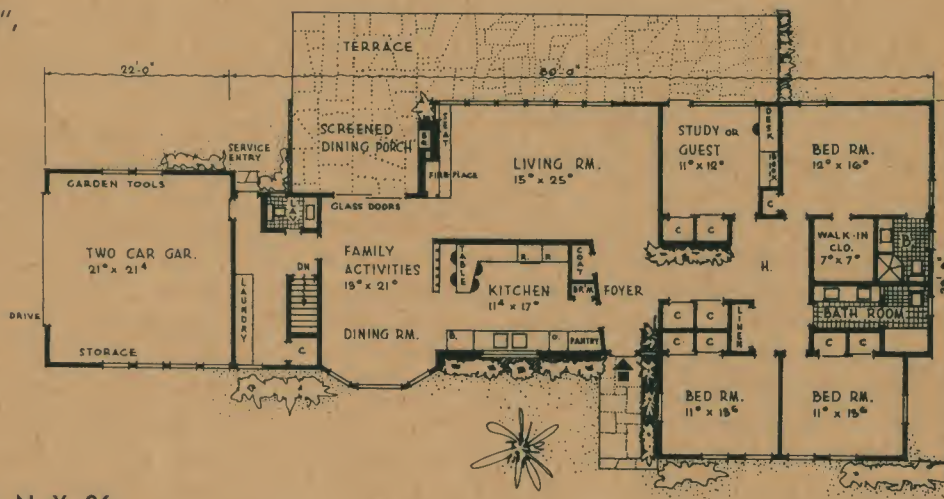
and newest of all—wall refrigerator and freezer with counters and cabinets below. The service area includes a door to the drying yard, full laundry facilities, access to the garage and cellar, and a convenient tiled lavatory. In the bedroom wing, well-insulated against household noises by the hall and foyer, you can count on 3 bedrooms plus a study or four full bedrooms if you need them. Note the built-in desk and bookshelves in this extra room. Take special note of 13 magnificent closets that solve storage problems before they begin—this in addition to the 7' square walk-in closet that serves the master bedroom adjoining the smart shower-lavatory. The main bathroom is for the larger family, with its twin washbowls set into a super-sized vanity in the front compartment, and behind sliding doors, the toilet and tub are in a private alcove also. Three of the bedrooms have two exposures each, and the study-bedroom has a stunning picture window and a door that leads out to the terrace.

Overall Dimensions: 80' x 38'8",

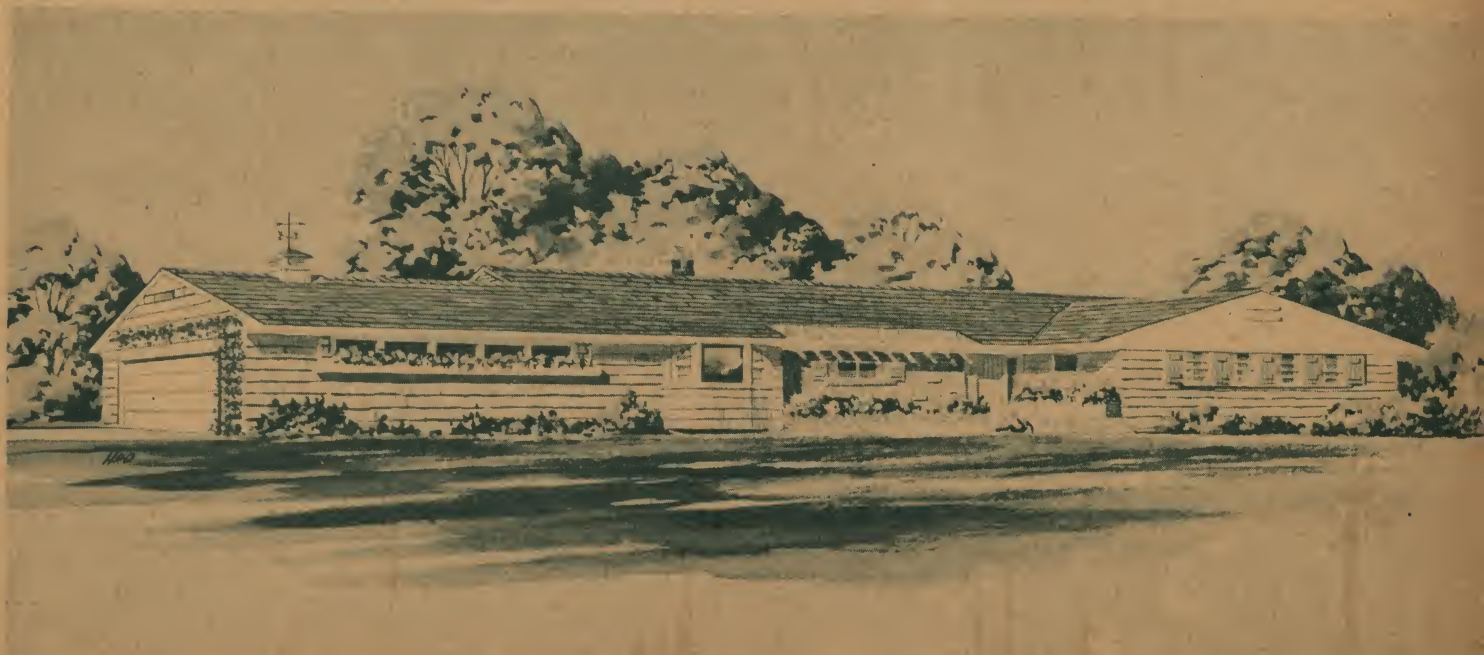
excl. gar. and terr.

Square Feet: 2,180.

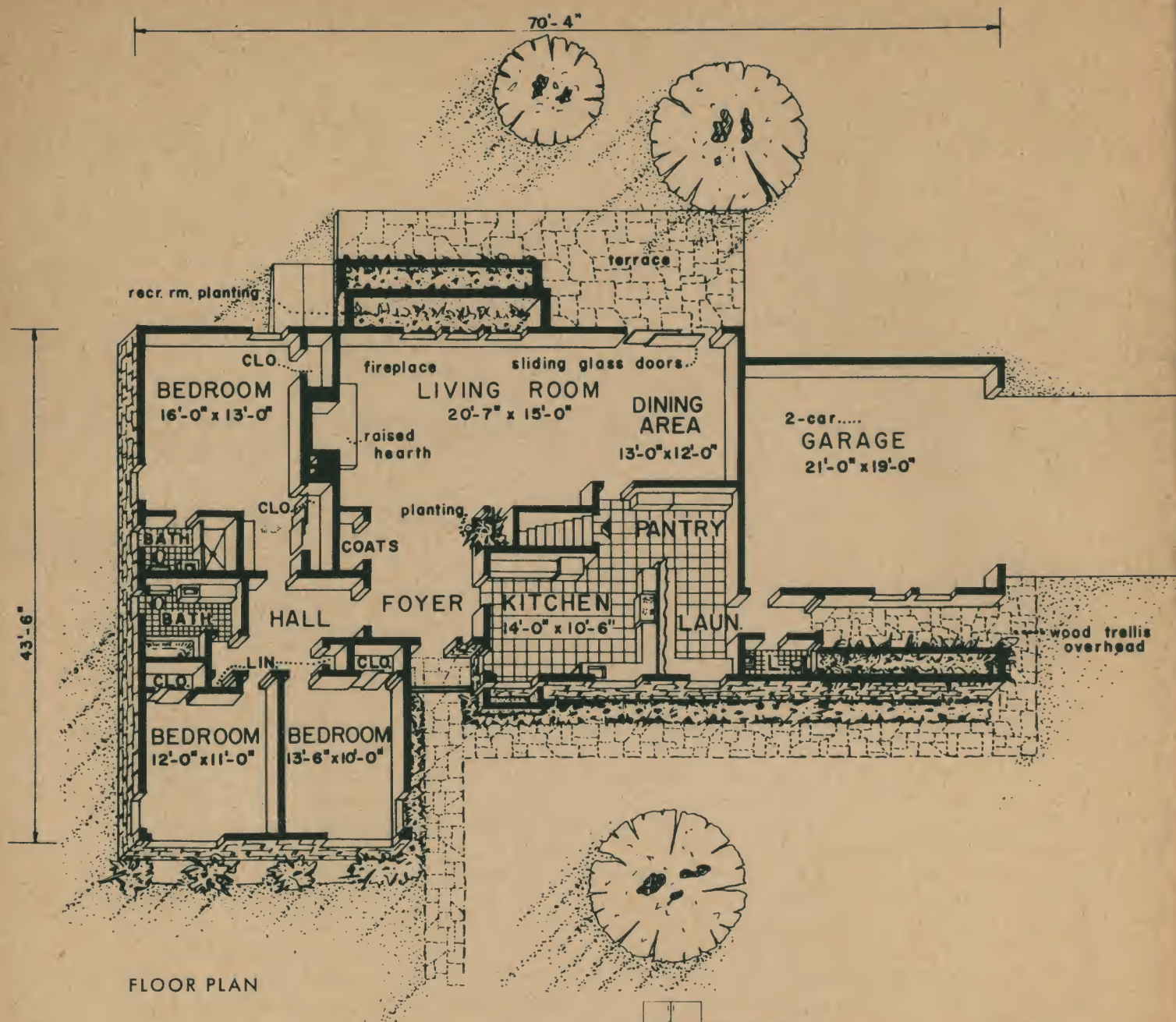
Architect: Herman H. York.



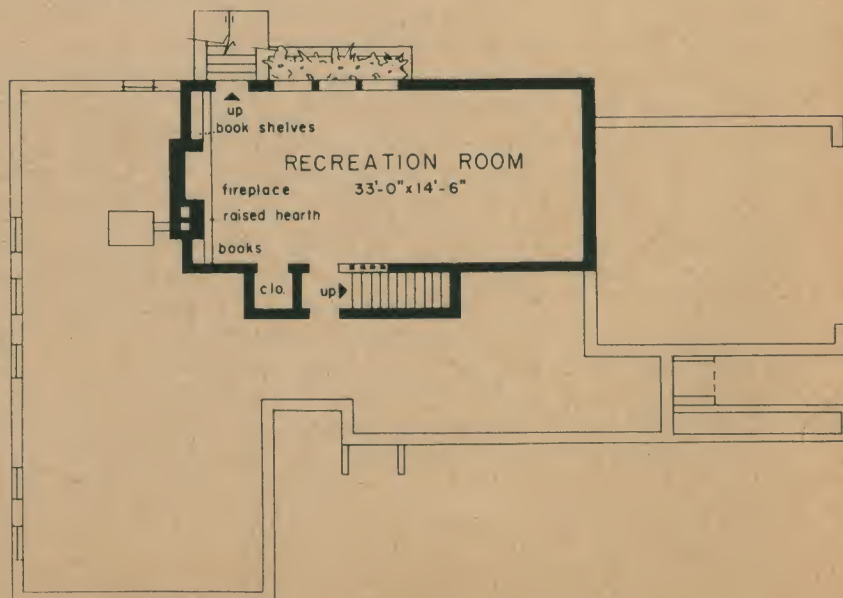
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RECREATION ROOM  
(Reduced Scale)







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## JOY OF LIVING

## PLAN NO. D-1521

There's double delight in this home where a strikingly handsome exterior surrounds a plan that combines spaciousness and charm. The service area, usually the least important feature, comes into its own here. A trellised, flower-bordered walk leads to the service entry where there are extras planned for your convenience. The garage door opens to the vestibule and is just opposite a tidy lavatory. Then it's just a step into the tiled laundry, on into the pantry and then to the kitchen itself—a masterpiece of work area to lighten everyday chores, with an adjacent breakfast nook under corner windows. The central foyer at the front door directs traffic efficiently to every living zone. To the left is the bedroom hall that opens to the family bathroom (plus a vanitory), two huge linen closets and the three family bedrooms. You'll pay special attention to the front bedrooms, each with corner windows, extra wall space and deep, sliding door closets. At the back for the utmost in quiet and privacy, the master suite enjoys wide, double closets and its own

stall-shower lavatory. Two exposures make it comfortably ventilated. A recessed planter box leads the way from the foyer into the living and dining rooms. Great, wide picture windows overlook the terrace, and a stunning contemporary fireplace with raised hearth dominates one side of this huge room. The dining area is a room in its own right, just a step away from the serving pantry, and boasting a full wall of sliding glass doors that open out to the full-width flagstone terrace for formal or picnic entertaining out of doors in fair weather. That's not all, as you can see. There's a recreation room in the basement reached by the cellar steps that open so conveniently from the pantry. It's an area of almost 500 square feet for extra living room, play space, TV den or study, and it has its own fireplace. The planter box at its windows is indicated in the floor plan so that you can see what a delightful vista is afforded on this level. There's nothing missing indoors or out, for perfect living on a formal or informal scale.

Overall Dimensions: 70'4" x 43'6", including garage.

Square Feet: 1,811.

Architect: Herman H. York.





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## COLONNADE SPLIT-LEVEL

PLAN NO. D-1648

It's the perfect adaptability of this split-level plan, combined with that look of charm and distinction, that makes it the favorite all over the country. The shady, columned porch serves to shield the front door and the living room picture window. As you enter the foyer, you'll find two huge closets and the curving stair up to the first bedroom wing. Here, off a spacious hall, the three bedrooms promise full family comfort. Note the shutter-door closets in the two front chambers, as well as in the master suite at the back. There's a master bath with stall-shower and vanitory, and back-to-back, the family bathroom has a tub and another vanitory. Count the closets throughout—there are 10 of them, all larger than usual. On the living level, the kitchen at the back has more than its share of

spacious convenience, with the new wall oven and counter-top cooking units, and a compact alcove suggests your dinette. An arch opens from the foyer into the magnificent living room, and a stone fireplace highlights warmth and hospitality. Through the arch at the back is the dining room, square and charming, and a porch can be added to the side for outdoor entertaining in privacy. An extra feature, just off the living room, is the study-den, to offer a second living room as a bonus for all members of the family. Should you wish, you can finish a rumpus recreation-room below the living room in the well-ventilated basement level. And last, but not at all least to the family who needs an extra bedroom, a future, fourth bedroom large and lovely is planned above the living area.

Overall Dimensions: 69' x 32'6".

Square Feet: 1,750.

Architect: Derick B. Kipp.









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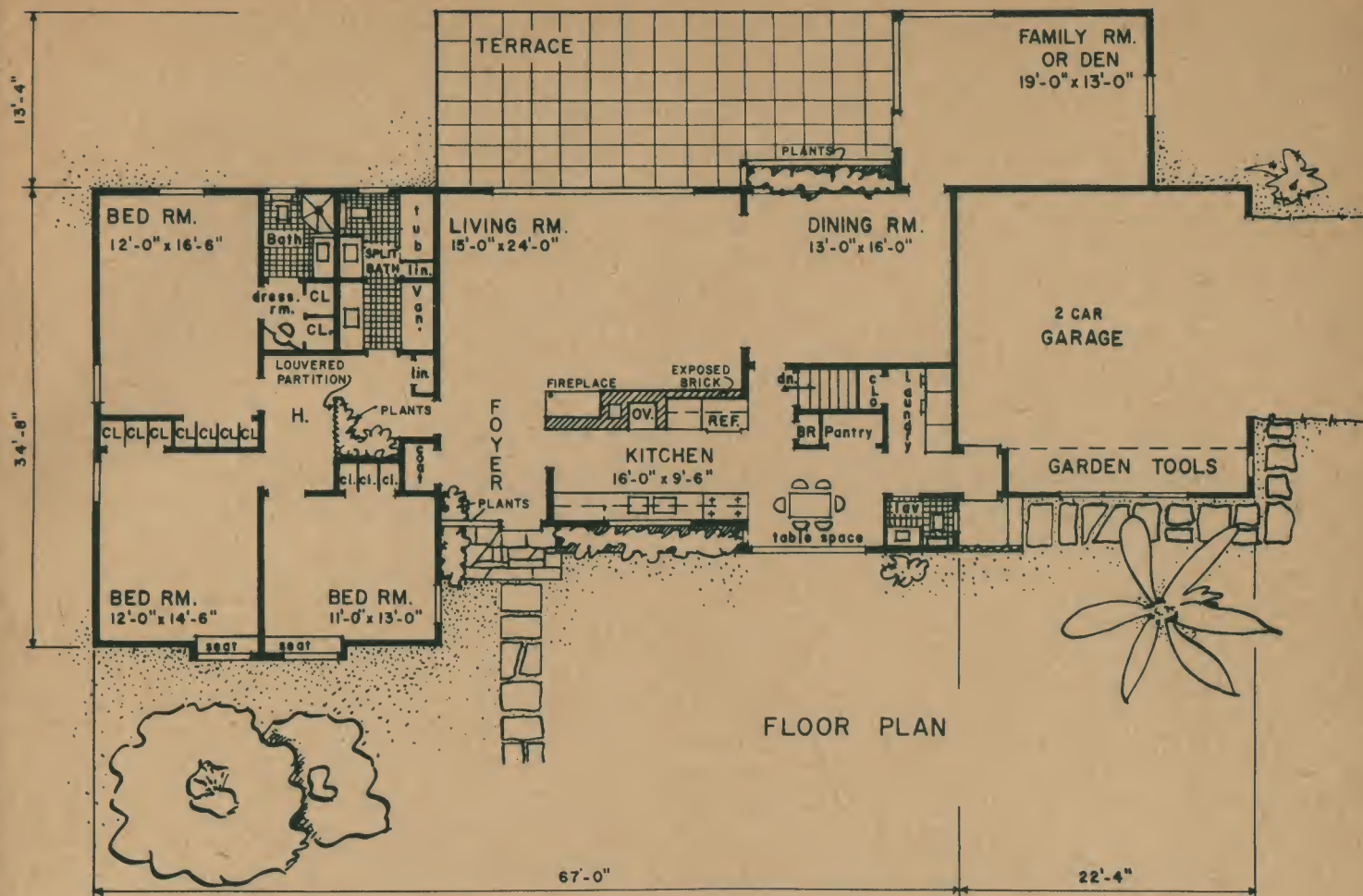
## BUILT-INS FOR LUXURIOUS COMFORT

PLAN NO. D-1649

It's the open living plan that makes this stunning ranch house mean so much more to the home loving family. From the foyer with its floor to ceiling window, planter boxes and coat closet you can see the living areas at the back. This includes the wonderful living room where there is a great window wall that looks out on the flag-stone terrace beyond. The two-way fireplace is another conversation piece, set at the end of an exposed brick wall—such a marvelous contemporary touch for the living room and kitchen, also. Through an arch the dining room is truly part of the full 40' of living area, and still maintains an air of distinction and hospitality that is the appeal of the real dining room. One of the most charming items here is the picture window corner and flush floor planter-box filled with greenery at every season. The

family room beyond is the ideal extra room, with corner windows for wonderful ventilation and views, a door opening to the terrace, and most important of all, the comfortable "all-living" quality for all members of the family to enjoy. Today's ideal of comfort for the home-maker is typified by the kitchen and service areas. These are right at the front of the house, taking utmost advantage of a 16' area for kitchen and almost 10' more for the dinette. Note the built-in oven and counter-top range burners. Terrific convenience is built in with the service vestibule that leads to the garage and garden gear storage, or to the tiled lavatory, laundry, dinette area and kitchen. Closets are placed just where they are most necessary; in the laundry and at the head of the cellar stairs, and of course, there is a good-sized pantry for quick storage





FLOOR PLAN

after marketing. Starred in a star-studded home is the bedroom wing which is entered through a delightful plant-decorated hall off the foyer. The louvered partition and planter boxes play a large part in turning the space into a most effective entry to the guest lavatory unit of the split bathroom. Off the bedroom hall are three lovely bedrooms. The master suite is particularly inviting. It incorporates a wall of 4 sliding-door closets, a dressing room where there is a built-in vanity, and two more closets. There is also the smartest lavatory equipped with Hollywood stall shower and built-in vanity. The two bedrooms at the front feature 3 closets each and an unusual window seat bay is another custom highlight. There's one major attraction after another to give you every luxury possible in a true showplace.

Overall Dimensions: 89'4" x 48',  
including family room, garage and terrace.  
Square Feet: 2,240.  
Architect: Herman H. York.



For the last word in luxury, walk through this wonderful ranch house where indoor and outdoor living reach their peak of perfection. The living area at the back is delightfully different making full use of almost 50' of well-planned entertaining space from the formal living room to the family-favorite den with its built-in bar and tiny lavatory (convenient too from the garage). Sliding doors open the entire area to a charming covered terrace. Completely private off the foyer hall, three master bedrooms, one with full dressing room suite, private bath

and three enormous closets, offer maximum comfort. Storage extras include a walk-in linen closet and another at the family bathroom. In addition to the bayed dining room, there is a charming dinette where you will welcome a convenient pass-through to the kitchen. The pantry closet here is a wonderful idea, right at the service door for quick putaways. Expansion space above will accommodate extra bedrooms (or a maid's room and bath) as you need them. Here is a glorious ranch house for the best in good living.



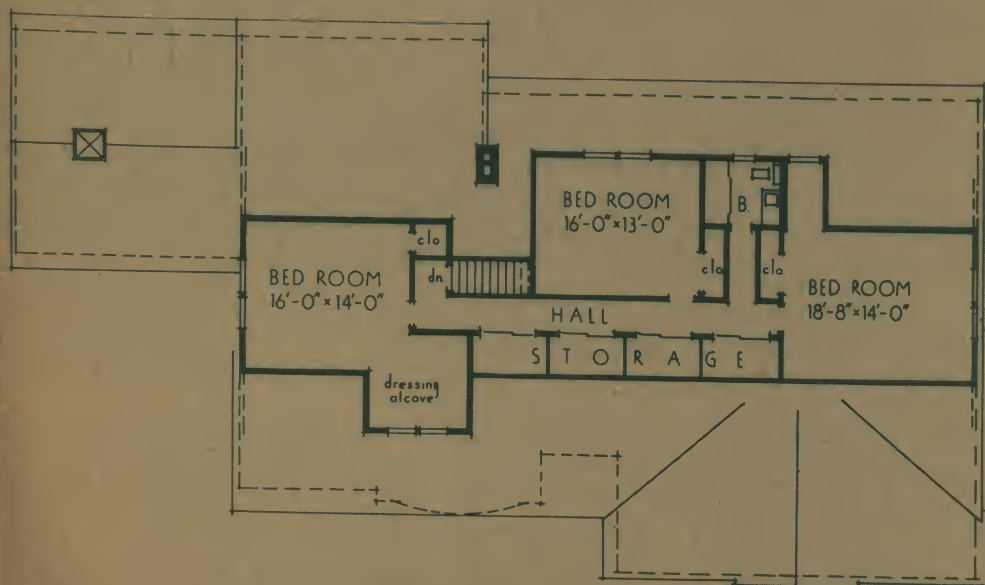
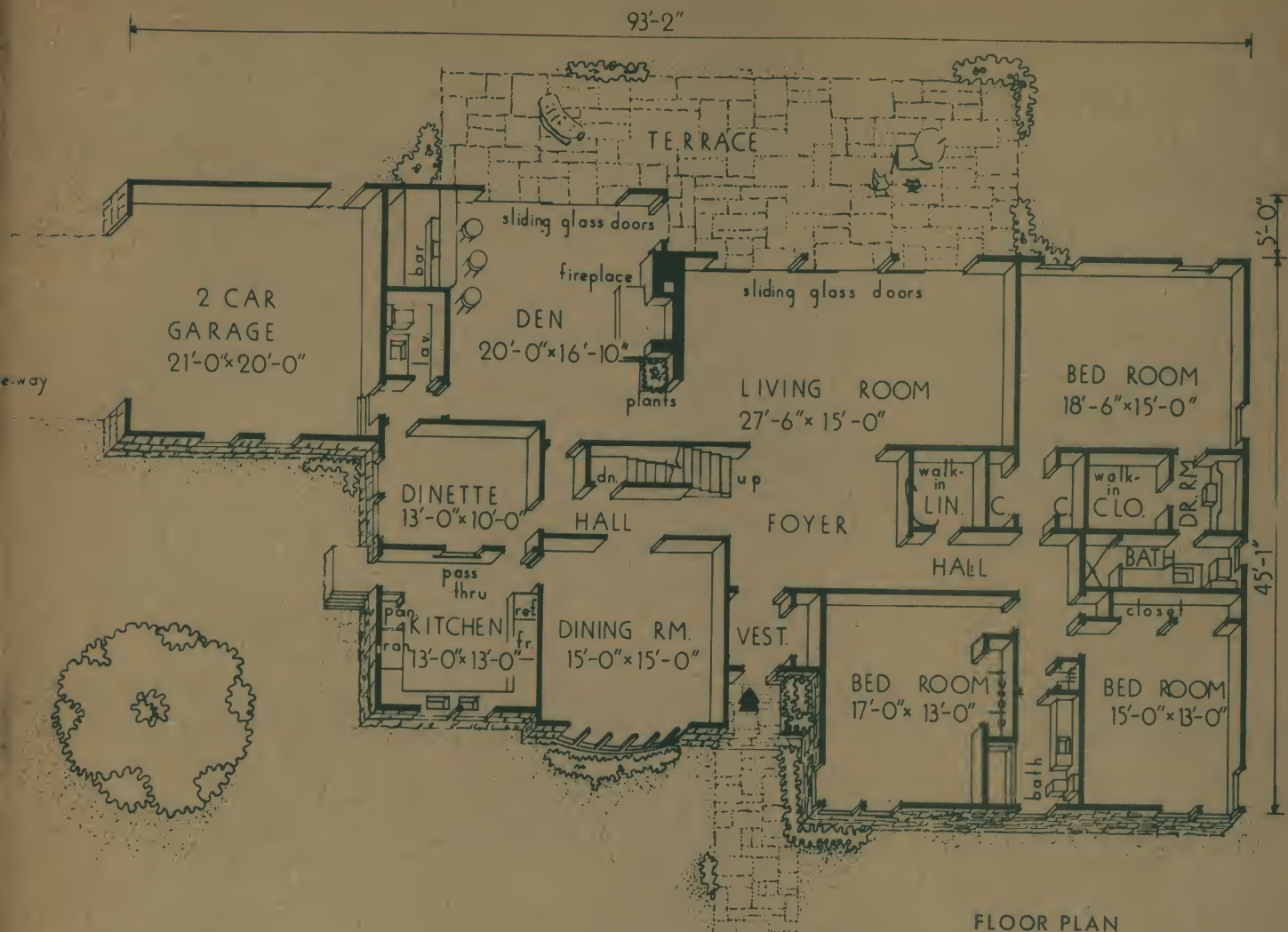
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Overall Dimensions: 93'2" x 50'1", including garage.

Square Feet: 3,130 (1st floor).

Architect: Herman H. York.









Multi-Level Contemporary

page 21

## FACTS YOU WILL WANT TO KNOW

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The quality of materials and construction actually going into the house can be checked against this list, as construction proceeds. Specifications also will enable you to obtain the best possible mortgage terms.

### LUMBER AND MILL LISTS

These check lists, furnished with every plan, can be used to get an estimate of the cost of your material. They are furnished, like the specifications, at no extra cost to you — as part of the package house plan.

### REVERSE PLANS

If you desire, we will furnish reverse plans. If you find that a particular house plan would suit you — or your lot — better if it were reversed, we will (on request) send some of the blueprints transposed as in a mirror. If you order four sets of plans, for example, we will send two mirror images, and two in the original position so that you can read the figures and directions easily.

Experienced builders and contractors find these blueprints entirely satisfactory to work from.

### BLUEPRINT CHANGES

Your contractor can make changes in dimensions on your plans, in most instances with little trouble. However, if you wish to make serious alterations in the plans, why not look a bit further among our other plan books, listed inside the back cover, first? You may find exactly what you want in another plan, or you may find one that can meet your requirements with only minor changes.

### EXTERIOR MATERIALS

If the house plan (for example) calls for frame siding, you can build it of brick, concrete block or other materials. Your contractor can do this easily — only the width of the exterior walls must be adjusted.

### BASEMENT VS. BASEMENTLESS PLANS

If the plan you choose calls for a basement but you would prefer a utility room, no serious problem arises. The space occupied by the approach to the basement and the basement stairway usually is enough for the heating plant and water heater. Such a change can easily be made from our blueprints by your contractor.

Conversely, the adaptation of a basementless plan to one with a basement can be made by the contractor.

### PLANS SOLD NATION-WIDE

We do regret that we cannot tell you exactly where in your area you can see a finished house built from the plans you select. We don't get the addresses of the building lots from people who buy plans.

We would like to furnish this information, but under the circumstances only rarely can we do so.

### ESTIMATING COSTS

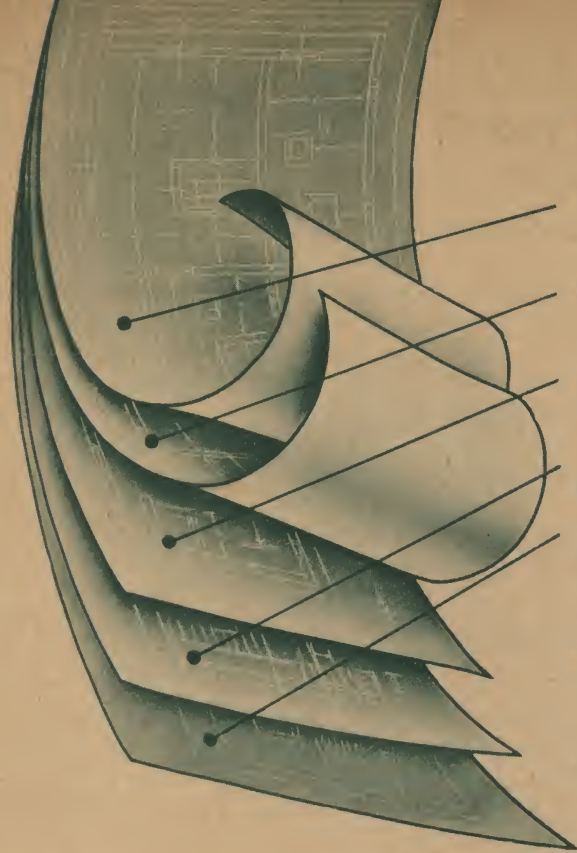
We cannot tell you exactly how much the home of your choice will cost. Each plan has been tested many times in actual construction, but prices vary so widely from area to area that only a local expert can give you fairly exact information. That means a contractor, materials dealer, or your local bank or building and loan association.

In general, costs are reckoned on a square foot basis; and in most areas these costs will range from \$10 to \$15 a square foot of living space, assuming that the work is contracted out.

Costs also will vary with the extras you add to the plans, and the amount of work you do yourself — like landscaping, or decorating.

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## Pampered Living-Expansion, Too

The warm-hearted exterior charm of this expansion house flows right on inside through the covered entry into the wide foyer. Brick planting boxes come indoors to serve as a decorator note at the living room door with the practical purpose of keeping out drafts, too. The awning-windowed corner at the front of the lovely living room is one of several happy furniture groupings, with another across the room at the cozy fireplace. Almost square, the country kitchen behind makes use of the fireplace wall for a warm red brick background to its sunny efficient work area. A bonus of good living is the dining room behind the garage, square feet plus for family and formal meals with 11' of corner windows. Breakfast or snack space for the whole family is provided around the bar. Downstairs, double exposures make the two bedrooms airy and comfortable and when you finish the expansion attic above, this will be a four-bedroom house with two full bathrooms. A total of 11 closets and full basement storage give wonderful putaway space.

PLAN NO. D-4560

**Overall Dimensions: 44'6" x 33'.**  
**Square Feet: 1,162 (1st floor);**  
**352 (future 2nd floor).**  
**Architect: Herman H. York.**

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